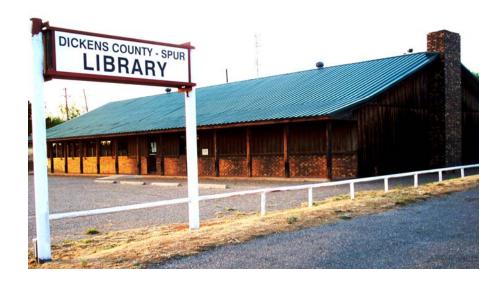
# DICKENS COUNTY-SPUR PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Date: May 26, 2011

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







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#### **Outreach Plan**

#### Introduction

Spur is located on Texas State Highway 70 in Dickens County and with a population of 1,088 is the largest town in the county although it is not the county seat. The town of Dickens, population 332 is the county seat. Dickens County is in Northwest Texas, bordered on the north by Motley County, on the west by Crosby County, on the south by Kent County, and on the east by King County. The county was named for J. Dickens, who died at the Alamo.

The broken terrain is surfaced by sandy, chocolate, and red soils. The northwest part of Dickens County is flat and above the cap rock on the Llano Estacado. The rest of the county, with rolling terrain, is below the cap rock. The altitude over the county's 931 square miles varies from 2,000 to 3,000 feet. Trees include mesquite, hackberry, and cottonwood. The primary grasses are blue grama, sideoats, grama, white tidena, vine mesquite, and Indian grass. The average annual rainfall is 20.24 inches.

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

Historically the library has been a place for: life-long learning, free and equal access to information, and recreational materials. Currently, in addition to the historical roles, the library is a place for: information assistance; current topics and titles; gateway to information; pubic computer access, and early childhood literacy. In the future the library would like to further expand its role to include: local history and genealogy; formal education support; information literacy; business support; career and workforce development; heritage center, and pre-school door to learning.

#### Existing Programs

The library has a skilled volunteer storyteller available to present weekly story time programs for pre-school children; Summer Reading Program; exam proctoring; inter-library loan, and monthly genealogy programs. The library has a computer lab and offers basic computer skills classes.

#### **Identified Needs**

The library surveyed the Library Advisory Board and the general population to help determine needs in the community and the library.

Community needs include: recently the county-owned, privately run prision closed resulting in approximately 120 people losing their jobs; the only nursing home in the county closed; the variety store in Spur has closed; there is a need for job opportunities and for revenue generating businesses. The community needs more year round recreational opportunities especially for teens. There is a need for decent, affordable rental properties, both apartments and houses.

Needs identified for the library include: more awareness of what the library has to offer; more audiobooks, Christian materials, cookbooks and how-to materials; evening hours; service to shut ins; services to senior citizens; computer classes for senior citizens, and more advanced public computer classes.

#### Identified Assets

Community assets include: 13 area parks with the largest being Swenson Park that includes a 9-hole municipal golf course; historical sites and natural springs in the county; cattle ranches and farmland; cotton gin; oil industry; wind turbines; chamber of commerce; city hall; health clinic; 2 Senior Citizen Centers in the county (Spur & Dickens); food bank; family restaurants; fast food restaurants; local weekly newspaper; pharmacy and gift shop; post office; Volunteer Fire Department; Police Station; RV parks; Spur ISD & Patton Springs ISD; Shelle Bell's Playhouse Daycare Center; county courthouse in Dickens; local telephone/cable/internet provider office; community center; Spur Red Hat Club; Spur Lions Club; Spur Masonic Lodge; Spur Art Guild; 4H Club; grocery store; Spur Veterinary Hospital; county extension service; several churches; museum, and an active historical society. The community also has: a baseball field; basketball court; volleyball court; rodeo arena; Exhibition Barn, and picnic area with grills and a large covered pavilion.

Identified assets for the library include the library director and staff who: are involved in community groups and organizations and form partnerships with other departments/agencies; have grant writing experience; good people and computer skills, and work well together; are advocates for free and equal access to information and share knowledge and resources; encourage feedback and provide responsive service by listening to library users and strive to identify trends. The staff are well trained and knowledgable, friendly, helpful, experienced, enthusiastic, and appreciate diversity. They have good budgeting and fundraising skills, and are committed to encouraging early literacy, and promoting a love of reading for all life stages/ages. The library director has a Master of Education degree, and writes a weekly newspaper column.

#### Thank You

The library would like to thank Dickens County and the City of Spur for funding the library; the Library Board and Friends of the Library for their support, and the many volunteers for their help. The library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project, and for the Dickens County-Spur Public Library's participation in PEARL.

#### **Community Profile Narrative**

Spur got its name from the Spur Ranch. E. P. Swenson and his associates purchased the Spur Ranch in 1907 and began subdividing the land for sale to settlers. On November 1, 1909, the first train of the Stamford and Northwestern passed through the new depot at Spur as the town was opened. The town was incorporated in 1911 and remains the central shipping point in Dickens County for cotton, wheat, and cattle.

The community of Spur is primarily made up of people who were born and raised in the area. Most of the people live and work in the county with very few working outside of the area. The typical drive to work is about 5-10 minutes with the largest employers being the Spur ISD, Cap Rock Telephone Cooperative, and South Plains Electric Cooperative.

The Spur Ex-Student Association has a number of events the week of the high school homecoming football game. There is a Homecoming Parade, Pre-game Hamburger Supper,

High School Football game, Homecoming Dances on Friday and Saturday nights, art display; class reunions, assembly and lunch for alumni with an awards ceremony for outstanding alumnus. Each year there is a county-wide stock show held at the Exhibition Barn in Spur. The Dickens County Historical Commission is active in preserving and restoring historical sites in the county. They have placed historical markers throughout the county and are currently undertaking the restoration of the Palace Theater in Spur.

#### Main Geographic Features

#### **Community Features**

Assets and Challenges

The geographical assets in Dickens County include: farming, ranching, oil, and gas industry. The main agricultural products are cotton, wheat, small grains, and forage. Ranching is primarily horse and cattle. Hunting leases are an important source of income and there are a number of wind turbine farms in the county. White River Lake, located 12 miles west of Spur, provides the city's drinking water, water recreation, and fishing opportunities.

Geographical challenges for the community include: the distance to the nearest major airport is approximately 70 miles; the nearest city with a population of over 50,000 is the same distance; high winds; wildfires, and sandstorms.

#### Library Features

Assets and Challenges

The library's main geographical asset is its location. It is on Highway 70 in Spur and is next door to the Dairy Queen. Most community places are within one and one half miles of the library. The library has a 5,000 square foot building with plenty of parking.

A major challenge for the library is: it is the only public library in the county and serves all 4 towns in the county. The elementary, middle and high school in Spur are all on one campus across town which can be a challenge for younger children to get to the library after school.

#### Community Demographics

Dickens County is a small rural county with a population of 2,439 (2000 Census). It is 88% white, 30.6% Hispanic, and 9.8% Black. 18.4% (449 people) are over the age of 65; 19.9% are under 18. 70.6% of the population have a high school diploma. The median household income is \$30,343. In Spur, the population is 1,088 with 25.3% (275 people) over the age of 65. In Dickens, the county seat, the population is 332 with 18.7% (62 people) over the age of 65.

#### **Library Profile Narrative**

The Dickens County-Spur Public Library has had a long and varied history. It has existed in different locations and configurations over the years. The library was re-established in 1991 and was located in a former bank building on the main street in Spur.

Over \$300,000 was raised to purchase and renovate a different building, and to buy new shelving and furniture. The library moved into its new headquarters in 2000. The library is

approximately 5,000 square feet and is located next door to the Dairy Queen on State Highway 70. The Freedom Church is located across the street.

In addition to providing educational and recreation materials in a variety of formats, the library has a computer lab with six workstations for the public. The library is Wi-Fi accessible. A printer is available for the public to use with the public access computers. There is also a fax and photocopy machine available for public use.

The Texas Department of Public Safety uses the library once a month as a place for drivers license testing and renewal.

#### Most Important Library Statistics

The library is the only public library in Dickens County. Last year over 5,000 people visited the library with over 2,400 using the computers. The library has 15,282 items in the collection; over 4,000 books and other materials were checked out. The library serves students in two school districts, one in Spur and the other in Patton Springs, near the county boundary. The library is open 20 hours a week with 1 full-time equilvent (1 person that works 20 hrs per week, 2 that work 10 hrs each a week). There are about 10 volunteers who worked 447 hours during the year.

#### Vision, Mission, Goals and Objectives

Vision Statement

The vision of the Dickens County-Spur Public Library is to be the information center of the community.

#### Mission Statement

The mission of the Dickens County-Spur Public Library is to make readily available to the greatest number of county residents the most wanted library materials of all kinds, focusing on information, recreation and community education on use of these resources.

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

Goal 1: Provide current topics and titles to help fulfill community residents' need for information about popular cultural and social trends for satisfying recreational experiences.

#### Objectives

- 1. Provide best sellers.
- 2. Make sure collection is current.

General Action Plan for Library Goal 1

IMPLEMENTATION		EVALUATION		
Action What action, activity or task needs to be done?  Inventory and weed the reference collection	Name & Date Who will do it and by what date will it be done?  Staff	Resources Needed How much time, money, materials, personnel is needed? Weeding guidelines Weeding plan Scheduled time to	Measurement How will progress be measured (#, %, participation or attendance)? Number of items weeded	Analysis How and when will data be gathered and analyzed to determine success? Keep use statistics of reference materials through quarterly sample
Order replacements for outdated reference materials	Librarian	weed Librarian will used dedicated funds for this project. (Loan Star grant)	Number of items replaced	days.  Keep use statistics of reference materials through quarterly sample days.
Select popular materials	Librarian	Librarian will monitor bestseller lists. (NYT & B&T Alerts)	Have 75% of new bestselling fiction and appropriate nonfiction available while titles are still on these lists.	Weekly check of items owned/ordered against new lists. Newly published materials are available to meet user demand.
Order Books	Librarian	Funds Vendor contract/accounts	Order 75% of new bestselling fiction and appropriate nonfiction.	Funds are expended throughout the year. Few orders are placed for out of stock or backordered popular materials.
Materials are processed and available	Staff	Pre-processing profile Staff time MARC records May require jackets, call numbers, barcodes, etc	Materials are available for use within three working days of receipt.	Time from delivery to availability.

Goal 2: Provide the most accurate and current information available.

Objectives

- 1. Make TexShare databases available to the public.
- 2. Staff becomes proficient with the databases.

Goal 3: Provide an atmosphere for life-long learning.

Objectives

- 1. Develop children's interest in life-long learning.
- 2. Explore the feasibility of an adult literacy program.

Goals and Objectives for Outreach Program

Goal: As part of the library's Goal #3 "Provide an atmosphere for life-long learning" and

Objective #1 for that goal "Develop children's interest in life-long learning", the library will partner with the local day care, child care, and churches to register children for the Summer Reading Program.

#### **Outreach Programs**

The Dickens County-Spur Public Library is expanding the Summer Reading Program (SRP) to include children in daycare, child care, and Vacation Bible School. The SPR begins June 7 and ends June 28.

#### 1. VBS Partnership

The library will partner with two local churches during the week each has Vacation Bible School (VBS) to include children attending VBS in the library's SRP.

- The library will provide each day Monday-Thursday an individual small story book in black and white for each child aged 3-10. The children will be encouraged to take home their little book, read it (or have it read to them), color the pictures and bring it back to the church.
- The librarian will pick these up each day and record the title read in each child's reading log.
- At the end of the week, the small books will be returned to the children in a small box for them to decorate and keep. Appropriate stickers will be provided to the children to decorate their box.
- For older children, the librarian will sign up those who want to participate in the Summer Reading Program. They will come to the library for books and to report time/titles read.

#### 2. Daycare Partnership

The library will provide children in the daycare and private child care an opportunity to participate in the Summer Reading Program. The daycare has daily story times for the children.

- The librarian will provide a selection of appropriate children's books to the daycare to read to the children.
- The librarian will get the names of the children who attend the daycare and will sign each child up for the SRP.
- Each day the daycare staff will give the librarian the names of the children who attended the story time. The librarian will record time read in each child's log.
- For each of the four weeks, the librarian will provide an individual small story book in black and white for each child signed up for the Summer Reading Program at the daycare. The children will be encouraged to take home their little book, read it (or have it read to them), color the pictures and bring it back to the daycare.
- The librarian will pick these up at the end of each week and record the title or time read in each child's reading log.
- At the end of the 4 weeks, the small books will be returned to the children in a small box for them to decorate and keep. Appropriate stickers will be provided to the children to decorate their box.

#### 3. Private Child Care Partnership

The library will partner with local private child care providers to enable the children they take care of to participate in the Summer Reading Program.

- The librarian will get the names of the children being taken care of by the person and will register them for the SRP.
- The librarian will provide a selection of appropriate children's books to the child care provider to read to the children each day.
- The librarian will get the names of the children who were read to and will record time read in each child's log.
- For each of the four weeks, the librarian will provide an individual small story book in black and white for each child signed up for the Summer Reading Program at the daycare. The children will be encouraged to take home their little book, read it (or have it read to them), color the pictures and bring it back to the daycare.
- The librarian will pick these up at the end of each week and record the title or time read in each child's reading log.
- At the end of the 4 weeks, the small books will be returned to the children in a small box for them to decorate and keep. Appropriate stickers will be provided to the children to decorate their box.

#### Statement of need

The library surveyed the Library Advisory Board and the general population to help determine needs in the community and the library. Surveys were a combination of written and verbal. One need identified was to make more people aware of the value of the library. To do this, the library is expanding its Summer Reading Program (SRP) to include outreach components. The library will partner with local daycare, private child care providers in Spur and Dickens, and local churches offering Vacation Bible School to include their children in the library's SRP. It is anticipated this will raise the awareness of the library's program in the community.

Description of the larger audience or target group the library wants to reach
The library would like to provide Summer Reading Program outreach to young children in Spur
and Dickens.

Description of the specific segment of the target group the proposed program will serve The library is specifically targeting children participating in Vacation Bible School in Spur, those daycare or child care in Spur and Dickens.

#### Estimated number of potential participants

For Vacation Bible School students, daycare and child care it is anticipated approximately 50 children will participate in the Summer Reading Program.

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

The Summer Reading Program is for children of all ages in Dickens County. The outreach part of the Summer Reading Program is in conjunction with local churches, daycares, and child care

providers and is primarily for children aged 3-10. For those participating through Vacation Bible School, child care, and daycare transportation is not an issue.

#### Potential Partners based on Assets Assessment

The potential partners for the library for the SRP outreach include: First Baptist Church of Spur; First United Methodist Church of Spur; Shelle Bell's Playhouse Daycare in Spur; Tina's child care in Dickens, and Brenda's child care in Spur. The Texas Spur will be provided press releases about the SRP.

List available library resources that could contribute to the success of the program
The library has a Texas Reading Club manual, reading logs, bookmarks, and posters from the
Texas State Library and Archives Commission. The library will purchase reading incentives and
will print out copies of suitable little books to be used in the program.

#### **Detailed Action Plan**

#### Goal

Coordinate and promote the registration and implementation of the library's Summer Reading Program outreach.

#### **Objective**

- 1. Provide the VBS staff with little books; register the children.
- 2. Provide the daycare and private child care in Spur with little books; register the children.
- 3. Provide the private child care in Dickens with little books; register the children.

#### Action Plan

The table below gives the library's action plan for the Summer Reading Program 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?
Order reading logs, posters, bookmarks, and certificates from the Texas State Library	Director by May 2011	Time-15 min. \$ & materials-none Personnel-1	6 poster & 100 reading logs, 100 bookmarks, and 100 certificates will be distributed	Count # used.
Order incentives	Director by May 30, 2011	Time-1.5 hrs \$150 & materials-none Personnel-1	pencils; Frisbees; stickers; etc.	Count # distributed
Create flyers	Director by May 30, 2011	Time-15 min. \$ & materials-none Personnel-1	1 master created	Count #
Copy flyers	Library Staff by May 30, 2011	Time-45 min. \$10 & materials-none Personnel-1	50 copies made	Count #
Write thank you note to VBS, daycare & private child care staff	Director by July 15, 2011	Time-15 min. \$ & materials-none Personnel-1	1 master created	Count #
Copy and distribute thank you notes	Director by July 15, 2011	Time-30 min. \$2.00 & materials- none; Personnel-1	10 copies made	Count # distributed
Put together daycare, child care & church packets (flyers for parents, bookmarks for children, program guidelines for staff)	Library Staff/Director by June 3, 2011	Time-45 min. \$ & materials-none Personnel-1	5 packets made	Count # distributed
Print out 6 little books	Library Staff by June 3, 2011	Time-30 min.\$0 & materials-0; 1 person	6 masters made	Count # made
Make copies of each of the 6 little books & fold little books	Library Staff by June 3, 2011	Time-3 hr.\$0 & materials-0; 1 person	50 copies of each of 6 masters made; 50 copies of each folded	Count # of each
Contact Daycare re: explain program; ask to participate & leave packet with flyers, bookmarks, guidelines	Director by June 3, 2011	Time-30 min. \$ & materials-none Personnel-1	1 packet distributed	Count # flyers & bookmarks distributed
Contact 2 private child care providers re: explain program; ask to participate & leave packet with flyers, bookmarks, guidelines	Director by June 3, 2011	Time-30 min. \$ & materials-none Personnel-1	2 packet distributed	Count # flyers & bookmarks distributed

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 First Baptist Church re: explain program; ask to participate	Director by June 3, 2011	Time-30 min \$ & materials-none Personnel-1	1 packet distributed	Count # flyers & bookmarks distributed	
Contact First United Methodist Church re: explain program; ask to participate	Director by June 3, 2011	Time-30 min. \$ & materials-none Personnel-1	1 packet distributed	Count # flyers & bookmarks distributed	
Post SRP information about program on library website	Director by June 3, 2011	Time-15 min. \$ & materials- none Personnel-1	Information posted	Information posted	
Put SRP program on library calendar	Director by June 3, 2011	Time-15 min. \$ & materials-none Personnel-1	Information posted	Program held	
Write press release	Director by May 30, 2011	Time-30 min. \$ & materials-none Personnel-1	1 press release written	1 press releases distributed	
Select children's books for daycare (10); for private child care (5) each & put in bags	Library Staff each week of SRP	Time-1 hr. \$ & materials-none Personnel-1	3 bags prepared	Count #	
Put appropriate # of little books in bags for each location	Library Staff each week of SRP	Time-1 hr. \$ & materials-none Personnel-1	3-4 bags prepared	Count #	
Make weekly trip to Daycare, private child care in Spur & Dickens, and Vacation Bible School	Director each week as needed	Time-1.5 hrs. \$ & materials-0; Personnel-1	Deliver bags with books & little books; pick up used books and completed little books hand	Count # trips; # of books used; # of little books returned	
Create Evaluation form for program partners; make copies	Director by May, 2011	Time-30 min. \$1.00; Personnel-1	Count # distributed	Count # completed	
Write wrap-up press release	Director by July 15, 2011	Time-30 min. \$ & materials-Personnel-1	1 press release written	1 press releases distributed	
Gather statistics and success stories	Director by July 30, 2011	Time-30 min. \$ & materials-none Personnel-1	Count attendees; compile evaluations	Send results to PEARL office	

# APPENDIX A: SUMMER READING PROGRAM OUTREACH GUIDELINES

#### For Vacation Bible School

The Dickens County-Spur Public Library is expanding the Summer Reading Program (SRP) to include children in daycare, child care, and Vacation Bible School. The library would like to partner with the church during Vacation Bible School (VBS) to include children attending VBS in the library's SRP.

- 1. The library will provide VBS staff each day Monday-Thursday an individual small story book in black and white for each child aged 3-10. The children should be encouraged to take home their little book, read it (or have it read to them), color the pictures and bring it back to the church. Or, if the VBS staff prefer, they can read the little book to the children, have them color it, and keep it to give to the librarian. Please be sure the child's name is printed on their little book.
- 2. The librarian will pick these up each day and record the title read in each child's reading log.
- 3. At the end of the week, the small books will be returned to the children in a small box for them to decorate and keep. Appropriate stickers will be provided to the children to decorate their box.
- 4. For older children, the librarian will sign up those who want to participate in the Summer Reading Program. They will come to the library for books and to report time/titles read.

# APPENDIX B: SUMMER READING PROGRAM OUTREACH GUIDELINES

#### For Daycare

The Dickens County-Spur Public Library is expanding the Summer Reading Program (SRP) to include children in daycare, child care, and Vacation Bible School. The SPR begins June 7 and ends June 28. The library would like to partner with you to provide children in your daycare the opportunity to participate in the SRP.

- 1. Each week, the librarian will provide a selection of appropriate children's books to the daycare to read to the children.
- 2. The librarian will get the names of the children who attend the daycare and will sign each child up for the SRP.
- 3. Each day the daycare staff will give the librarian the names of the children who attended the daycare's story time. The librarian will record time read in each child's log.
- 4. For each of the four weeks, the librarian will provide an individual small story book in black and white for each child signed up for the Summer Reading Program at the daycare. The children will be encouraged to take home their little book, read it (or have it read to them), color the pictures and bring it back to the daycare. Or, if you prefer, you can read the little book to the children, have them color it, and keep it to give to the librarian. Please be sure the child's name is printed on their little book.
- 5. The librarian will pick these up at the end of each week and record the title or time read in each child's reading log.
- 6. At the end of the 4 weeks, the small books will be returned to the children in a small box for them to decorate and keep. Appropriate stickers will be provided to the children to decorate their box.

# APPENDIX C: SUMMER READING PROGRAM OUTREACH GUIDELINES

#### For Private Child Care Providers

The Dickens County-Spur Public Library is expanding the Summer Reading Program (SRP) to include children in daycare, child care, and Vacation Bible School. The SPR begins June 7 and ends June 28. The library would like to partner with you to provide children you take care of with the opportunity to participate in the SRP.

- 1. The librarian will get the names of the children you are taking care of and register them for the SRP.
- 2. The librarian will provide a selection of appropriate children's books to you each week for you to read to the children each day.
- 3. Each day the librarian will get the names of the children who were read to and will record time read in each child's log.
- 4. For each of the four weeks, the librarian will provide an individual small story book in black and white for each child signed up for the Summer Reading Program at the daycare. The children will be encouraged to take home their little book, read it (or have it read to them), color the pictures and bring it back to the daycare. Or, if you prefer, you can read the little book to the children, have them color it, and keep it to give to the librarian. Please be sure the child's name is printed on their little book.
- 5. The librarian will pick these up at the end of each week and record the title or time read in each child's reading log.
- 6. At the end of the 4 weeks, the small books will be returned to the children in a small box for them to decorate and keep. Appropriate stickers will be provided to the children to decorate their box.

### APPENDIX D: PROGRAM EVALUATION

# For Vacation Bible School, Daycare & Private Child Care Staff

Dickens County-Spur Public Library Summer Re Thank you for participating!	eading P	rogram Outr	each
Place an X under the number to tell us how much you liked	the progr	am.	
,	Yes 3	It was okay 2	No 1
1. The program:			
was easy for me to do my part.			
lasted enough weeks.  2. The flyers and other materials used were:			
good.			
3. Because of the program:			
the children I worked with read more or were read to.			
4. Next summer:  I would like to participate again.			
Anything else you want to say?			_
			_
			_
Suggestions to improve the program:			_
			_