

# DUBLIN PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Department of Library and Information Sciences



# Dublin Library Community Outreach Plan

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## Dublin Library Community Outreach Plan

### Outreach Plan

#### Introduction

Dublin is located 70 miles southwest of Fort Worth and 8 miles south of Stephenville. It is the second largest town in Erath County. Dublin's population, as of 2010, was 3,654 while the population of Erath County was 37,890.

It is unknown exactly how Dublin earned its name, but there are several popular theories. The most accepted story is that the original name was "Double In." Since Comanche attacks were prevalent in the area, settlers would double in their wagons to protect themselves and their families. Historically, Dublin is known for the "Dublin Rodeo" owned by Everett Colburn and Gene Autry. Dublin was the starting point for their rodeo tour, which ended in Madison Square Garden. Dublin is also known to be the home of the world's oldest Dr. Pepper Bottling Company and the birthplace of Ben Hogan, a golf legend.

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

Historically and currently, the Dublin Public Library has filled many roles in the community. Historical roles include promoting lifelong learning and adult learning. Current roles include providing free and equal access to information, current topics and titles, educational and recreational materials, community meeting place, gateway to information, technology center, public computer access, information assistance, early childhood literacy, heritage center, preschool door to learning, local history and genealogy, formal education support, and information literacy. In the future, the library would like to continue filling these roles and provide basic literacy skills and English as a second language programs.

#### *Existing Programs*

The library offers several programs to the Dublin community. These include participating in the Texas Reading Club every summer for children, teens, and adults. The library also offers adult book clubs, regular story time for the local Montessori school, a canned food drive, interlibrary loan, regular genealogy programs, homebound outreach, gaming programs, and the digitization of local newspapers and historical documents.

#### *Identified Needs*

The main need for Dublin is for more local jobs. The majority of Dublin residents commute to Stephenville or the Dallas-Fort Worth area for work every day. The City of Dublin has taken an important step in addressing this issue and has assisted a group called the Dublin Economic Development Corporation, whose main focus is to help attract more companies to the area to create a stronger workforce.

According to surveys distributed to local community leaders and library volunteers, the need that was generally requested was for more funds for the library. Other needs that were identified from the surveys were additional materials, space, hours, and materials in Spanish.

#### *Identified Assets*

## **Dublin Library Community Outreach Plan**

The City of Dublin has many assets. The Dr. Pepper Bottling Company attracts many tourists to the town every year. Dublin Dr. Pepper hosts a birthday celebration, or “Dublin Dr. Pepper Days,” every summer in June. This past June Dublin Dr. Pepper celebrated its 120th birthday with a Grecian themed celebration. The Dublin Dr. Pepper Bottling Company not only has tours of the bottling plant but also has a soda fountain, deli, and a museum for tourists to visit. Dublin also has a pharmacy (with a soda fountain), rodeo grounds, three public parks, a swimming pool, campgrounds, tennis courts, public basketball courts, playgrounds, and a community building available to rent for community events. Dublin’s Rotary building has also become a popular venue for community events since Ty Murry and Chelsie Hightower used it to practice for *Dancing with the Stars*.

The Dublin Public Library is grateful for the support of many people and groups: Mayor Becky Norris, the Dublin City Council, City of Dublin Administration, the Dublin Library Board, and other community members who volunteer their time and donate many items to the library for a variety of projects. The library would also like to thank the Tocker Foundation for its generous grant that made it possible to renovate the library this summer. The library wishes to extend a particular thank you to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project. Without the support of the Dublin community, volunteers, and special contributors, the library would not be able to fulfill a much needed role in the community.

### **Community Profile Narrative**

#### *Main Geographic Features*

##### Community Features

#### *Assets and Challenges*

The main geographic challenge for Dublin is the fact that the city is hours away from any metropolitan areas. There are a few geographic assets for Dublin. The best geographic asset is the abundance of flat land, which creates excellent pastures and contributes to the support of the active farming industry.

##### Library Features

#### *Assets*

The physical location of the library within the city is an asset. The library is located one block from downtown Dublin. The building is in a public park and within walking distance from two museums, a historical park, the Dublin Dr. Pepper Bottling Company, and many shops and businesses.

#### *Community Demographics*

According to the 2010 Census, Dublin’s population was 3,654. The median age was 32. Of the population, 1,291 were Hispanic or Latino (35 percent). According to the 2000 Census, the median household income was \$24,397, 28 percent of families were below the poverty level, and 31 percent of individuals were below the poverty level. As of July, 2011, the unemployment rate in Erath County had risen to just over 7 percent.

## **Dublin Library Community Outreach Plan**

### **Library Profile Narrative**

The Dublin Public Library is currently located in Shamrock Park. In 1932 the land that comprises Shamrock Park was purchased by the Women's Thursday Club. In 1946-47 the Women's Thursday Club donated Shamrock Park to the City of Dublin. The Dublin City Library opened in Shamrock Park with a small subscription service in 1952. In 1954 the library board sought and obtained a listing with the Dublin Community Chest, and with these funds and other donations, became a free public library, changing its name to the Dublin Public Library. In 1985 the library was incorporated and joined the North Texas Regional Library System. In 1996 demolition of the old library began, and a groundbreaking ceremony was held for the new 4,000 square foot library. The new library building was funded through donations from the estates of Mildred McKnight and Frances Clay and through donations made by Dublin citizens.

There are two full-time and two part-time employees of the library who work to keep the library open five days a week for a total of 41 hours. The library receives a donated subscription of the local newspaper and pays for two other newspaper subscriptions. The library gives patrons and visitors access to the internet via the wireless network 24 hours a day. The library also provides access to ten public computers during normal business hours. The library's collection contains approximately 17,000 items. The most heavily used resources are DVDs and computer equipment.

#### *Most Important Library Statistics*

In the year 2010, the library had 2,740 registered borrowers, all of whom were adults. There were 13,582 visits to the library. Library staff implemented 80 programs, with 1,261 attendees. The collection has 17,789 items, and there were 21,462 circulations. Computer usage rose to 4,639 for the year of 2010. The library has 100 volunteers who volunteered 973 hours in 2010.

### **Vision, Mission, Goals and Objectives**

#### *Vision Statement*

The Dublin Public Library would like to play a significant role in improving our community and therefore improving the quality of our patrons' lives. We hope to do this by providing free and easy access, not just to educational information and programming, but to current technology, and recreational materials for all the residents in our community. Providing access to these resources will inspire, enrich, and entertain our community through welcoming change and pursuing excellence.

#### *Mission Statement*

The mission of the Dublin Public Library is to broaden and extend the informational, educational, recreational and cultural enrichment opportunities for patrons of all ages and backgrounds in the community of Dublin and surrounding areas. Also, to provide access to a broad range of information resources.

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

Goal 1: Offer more services and materials for ESL residents.

## Dublin Library Community Outreach Plan

Activities:

1. Enlarge the ESL collection, particularly the adult non-fiction section and DVDs.
2. Partner with other community organizations to provide access to resources and programs for ESL residents.
3. Enlist community volunteers to create bilingual promotional materials.

Goal 2: Offer programs that are in-line with our community's needs.

Activities:

1. Annually send out library evaluations to target groups to help determine community needs.
2. Give presentations that promote library programs and services to local community organizations and businesses.
3. Partner with community organizations to create programs.

Goal 3: The Dublin Library will solicit funding from outside sources in order to meet the information and resources needs of its community.

Activities:

1. Help create and support a Friends group for the Dublin Public Library.
2. Search for grants and programs through the Internet and other available resources.
3. Mail out fundraising material annually and have a month of library awareness and fundraising.

### Goals and Objectives for the Outreach Plan Program

*Goal:* In keeping with the library's first and second goals, the Dublin Public Library would like to help educate the adult citizens of Dublin and surrounding counties in financial planning.

*Objectives:*

The program objectives are:

1. To develop a partnerships with local organizations.
2. Increase the number of materials in the collection that teach financial planning.
3. Offer free workshops on financial planning for adults in Dublin and surrounding counties.

### Outreach Program

According to citydata.com, the median income of Dublin is \$31,325, compared to the state average of more than \$48,000. The unemployment rate for Dublin in July of 2010 was just over 7 percent. It is clear to see that the community could benefit from financial planning classes. According to the target population survey, almost 43 percent of the respondents indicated that they would attend a family financial literacy class.

*Statement of need*

The library surveyed a cross section of the population using Survey Monkey. Approximately 31 people took the survey. The groups surveyed included county officials and leaders, library staff and volunteers, and people from the target population.

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The survey results showed that one of the needs identified by the respondents is for financial planning classes at the library. Because of the downturn in the economy and the unemployment rate in Dublin, there is a need for educational workshops that will teach the citizens of Dublin how to better save and invest their money.

### *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 in Dublin.

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

The library is targeting adults, both English and Spanish speaking, in the community who would like to learn more about budgeting and financial planning.

### *Estimated number of potential participants*

It is estimated that the library will have 20 participants for the English speaking class and 10 participants in the Spanish speaking class.

### *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, both English and Spanish speaking, of a variety of ages. They will come from Dublin and surrounding counties, including Comanche and Hamilton Counties. The workshops will be held on a Tuesday or Thursday night.

### *List potential partners based on your assets assessment*

Potential partners include, but are not limited to, Lions Club, Rotary Club, Masonic Lodge, Tarleton State University, Thursday Woman's Group, Garden Club, Senior Citizens Group, Dublin Chamber of Commerce, Museums, local schools, and local churches, AgriLife, Christian Woman's Job Corporation, and the Texas State Securities Board.

### *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 Frances Clay Room, financial planning materials sent by the Texas State Securities Board, and financial planning materials from the library's non-fiction collection.

## **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 the local AgriLife office to develop a workshop on financial planning.
2. Develop partnerships with local businesses and service organizations by giving presentations on the library's upcoming programs so they will endorse and promote the workshops.

## Dublin Library Community Outreach Plan

3. Implement a financial planning workshop in the library for adults of Dublin and citizens of the surrounding counties.
4. Distribute post-workshop surveys and evaluate results.

### *Action Plan*

The table below gives the library's action plan for its Financial Planning class.

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 Agrilife to discuss curriculum and to schedule workshops	Assistant Librarian by Oct 15, 2011	Time-30 min. \$ & materials-none Personnel-1	1 contact made & 2 workshops scheduled	Count #1 & workshops scheduled
Put program on library calendar, website and other online resources	Assistant Librarian by Nov 15, 2011	Time-15 min. \$ & materials-none Personnel-1	Information posted 3 or more places	Count places posted
Create promotional posters; make 10 copies	Assistant Librarian by Nov 15, 2011	Time-1 hr. \$ & materials- \$10 Personnel-1	1 master made 10 copies made	Count # of each
Post information about program at library & at businesses and organizations around town	Library Staff by Nov 15, 2011	Time – 2 hrs.; \$ & materials-none Personnel-2	10 posters distributed	Count # of posters distributed
Give presentation to the Rotary Club	Assistant Librarian by Nov 15, 2011	Time – 1 hr; \$ & materials-none Personnel-1	1 presentation made	Count presentations made
Write press release	Assistant Librarian by Dec 1, 2011	Time-45 min. \$ & materials-none Personnel-1	1 press release written	1 press release 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?
Present 2 programs at	Assistant Librarian	Time-1 hr.	2 programs	Count programs;



## Dublin Library Community Outreach Plan

the library	by January 30, 2012	\$ & materials-none Personnel-1	presented; 10-30 total attendees	count attendees
Administer evaluation at each workshop	Assistant Librarian by January 30, 2012	Time-10 min. \$ & materials-none Personnel-1	2 programs; 10-30 evaluations administered	Count programs; count evaluations
Gather statistics and success stories	Assistant Librarian by February 15, 2012	Time-45 min.\$ & materials-none Personnel-1	Count attendees; compile evaluations	Analyze evaluations; write report; send results to PEARL office

## Dublin Library Community Outreach Plan

### APPENDIX: LIBRARY EVALUATION FORM

**Dublin Public Library: Financial Planning 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
<b>1. The day and time the program was offered was:</b>			
Convenient for me.			
<b>2. The subject covered:</b>			
Met my needs.			
Was enjoyable.			
<b>3. The person who did the program:</b>			
Was friendly and helpful.			
<b>4. Because of this service I:</b>			
Feel better equipped to manage my financial resources.			
Feel more connected to the community.			

Additional comments on the program:

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