

GARLAND SMITH PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Marlow, Oklahoma, is a small rural community with a population of 4,662 located in the central northern one-third of Stephens County, Oklahoma. Marlow sits at the juncture of US highway 81 and SH 29. The nearest Interstate is I-35, forty miles to the east. Marlow is ten minutes from Duncan, thirty minutes from Lawton/Ft. Sill, and an hour from Oklahoma City and Norman.

Originally laid off in Indian Territory by the federal government as “Marlow Grove”, it was a place where Chisholm Trail cattle drives stopped to rest. The city is on the Oklahoma-Kansas-Texas rail line. The City of Marlow was named for the Marlow family who were early settlers.

Historical, Current, and Future Roles of the Library

Historically the library has promoted lifetime learning with free and equal access to information for educational and recreational purposes.

Currently the library supports its historical values. It provides computers and Internet access and emphasizes early childhood literacy.

In the near future, the library will have space for meeting rooms, a dedicated children’s area, and a computer lab. This will allow the library to expand its services to include basic computer training, and assistance to those seeking help filling out online employment applications, creating a resume, and better using the Internet for job searches. The library will offer educational programs and after school activities for children and teens.

Existing Programs

Existing programs include:

- Booksnackers, a story time for toddlers, which meets weekly.
- Summer reading program.
- Regular story time for Head Start and daycares.
- Regular delivery and pickup of books to the assisted living center.

Identified Needs

Identified community needs include: more jobs for professionals and skilled labor, more diversified retail businesses, economic development, more affordable rental housing and more recreational and entertainment opportunities. A lack of jobs for highly skilled workers results in young people leaving in search of jobs. Some commute to neighboring cities and some move from the area. This leaves a void in young leadership for local government offices, as well as, civic organizations.

Identified needs for the library include more staff and volunteers; funding for programs and collection development; more technology training for staff, new long range plan, and funding to build a larger collection once the new facility opens later this year.

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Identified Assets

Identified assets of the community include good schools, churches, civic organizations, proactive city government and Chamber of Commerce, and citizens that are positive and active in the community.

Identified assets of the library include being an art-deco building on the National Register of Historical Places that has historical and emotional significance to citizens. The building is under renovation and will be a spacious facility once it is completed. Additional parking is being provided as part of the renovation. The library is adding space for meeting rooms, a dedicated children's area, and a computer lab in the renovation. The library currently has Wi-Fi, photocopier and fax for the public to use, and four patron use computers.

Thank You Statement

The Garland Smith Public Library wishes to thank: the Library Board of Trustees for their willingness to embrace and support new ideas and programs; The City of Marlow City Council for their financial support; the Friends of the Library who are always willing to help with any project; Yandell Gardner for donating her time for genealogy classes, staff and volunteers who keep everything running smoothly, and our patrons for keeping us in business. The library wishes to thank the Robert and Ruby Priddy Charitable Trust and the Priddy Foundation for funding the University of North Texas PEARL project and allowing our library be a part of this project.

Community Profile Narrative

Marlow is a small family oriented rural community. The Marlow brothers who were part of the family for whom the City of Marlow is named, may or may not have been outlaws, depending on your point of view. There is a section of the Marlow Museum devoted to their life, a monument featuring them in Redbud Park, and a bust of each of the five brothers on display at Marlow City Hall. Marlow schools are known as the Outlaws. Books have been written about the Marlow brothers and the movie, *The Sons of Katie Elder*, is based on their life.

Marlow is a home rule charter form of government city and has a comprehensive city plan including zoning. There are four full-time fire personnel and seventeen volunteers; nine full-time police officers and thirteen auxiliary officers. This is a middle class community with little diversity in ethnic makeup. Many community activities are centered on school and church events.

There is one weekly newspaper, *The Marlow Review*, one radio station, KFXI, and cable television services. There are Protestant and Catholic churches. There is an active Chamber of Commerce, civic and philanthropic organizations, a library, and a museum of local history. There is a head start program and two daycares. Marlow has a medical clinic, an urgent care facility, a chiropractor, two dentists, an optometrist, two pharmacies, two hospice centers, two nursing homes with a total of 155 beds, one convalescent facility, and one retirement center with forty residential units. There are three banks, a meat processing company, numerous locally-owned retail shops, construction companies, light industries, oil related industries, and agricultural related industries. With the exception of fast food franchises, most businesses are

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locally owned and operated. Giuseppe's, an up-scale restaurant, brings people from all over the state and beyond.

The largest employers in the area are Halliburton Energy Services of Duncan, Fort Sill Military Base near Lawton, and Goodyear Tire and Rubber of Lawton. The largest employers in Marlow are Wilco Machine and Fabrication, Marlow Public Schools, Wal-Mart Jewelry Repair Center, and the City of Marlow.

The public school system has three campuses with 1,463 students and 106 teachers. Two universities, Cameron University and the University of Science and Arts, are within thirty miles. Cameron University has a higher learning center ten miles away in Duncan. The Red River Area Vo-Tech, of which the public school is a member, is located in Duncan.

"Marlow Grove" had its first community-wide Independence Day celebration on July 4, 1889, and the tradition continues today. Kicked off by a parade at 9:00 a.m., everyone converges on Redbud Park for a full day of activities, capped at 10:00 p.m. by one of the largest firework displays in southwestern Oklahoma. This event is a time when many high school alumni hold their class reunions. Over 10,000 people normally attend the festivities.

While steeped in history and tradition, Marlow has its eye to the future as evidenced by a new grade school under construction, new downtown sidewalk project underway, completion of a new city hall, renovations nearing completion on the historic National Guard Armory to house the library, planned renovations to the police/fire station, and expansion of an electrical substation.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets include four parks, a large children's playground, tennis courts, one swimming pool, and a golf course. Within ten miles are three lakes for fishing, camping, swimming, and boating. There is farm land, oil fields, cattle ranches, campgrounds, and walking trail, too.

Geographic challenges include miles to the nearest major city, Lawton-Fort Sill, which is about thirty miles. Drought, wind, tornadoes, ice storms and blizzards are a challenge.

Library Features

Assets and Challenges

The library's location is a geographic asset. It is a stand-alone facility near the schools, assisted living center, post office and churches.

The library's location is also a geographic challenge. It sits on a corner of the school campus. This causes some people to think the library is part of the school rather than being a public library. Other geographic challenges include having limited parking, traffic hazards when school is in session, and not having land for library expansion. It is difficult to get to the library at noon and after school gets out because of the traffic.

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Community Demographics

The 2010 census shows a population of 4,662 with 4,063 white, 241 Native American, and 227 other races. 96% speak English at home. Those sixty-five and older make up 18.6 % of the population. The estimated median house value is \$68,130; 1,346 of the 2,087 houses are owner occupied. The annual income is \$38,568 and the poverty rate is 15.2%.

Library Profile Narrative

Seeds of the Marlow Public Library were planted in the late 1920s when a citizen opened a reading room in her home. For a nickel citizens could sit there and read as long as he or she wished. Later it became a rental shelf where for a fee the reader could borrow a book. In 1935, the WPA moved a printing press into the basement of the First United Methodist Church. They asked for 800 books to be donated which could be rebound. The intent was for the resulting books to be given to the city to start a public library. The community responded by donating over 1,600 books. When the rebound books were turned over to the City of Marlow, the Marlow Public Library was born.

The library was housed in various buildings until the public school donated a portion of the high school campus to the City of Marlow for the purpose of building a library. In 1972, the new facility was dedicated. The community was very proud of this new modern building built with donated funds. The one-room building with less than 3,000 square feet, still sits on the corner of the high school campus. It is a block from the post office and downtown. The elementary school is two blocks away and the middle school is three blocks away.

In 2000, the library was renamed the Garland Smith Public Library in honor of Garland Smith who worked tirelessly to promote the library until his death at the age of 98.

In 2013, the library will move into a newly renovated building, the Marlow National Guard Armory. On the National Register of Historical Places, this Marlow landmark was built in 1936 and has significant historical importance to the community. Citizens are pleased this building will be preserved and continue to be an integral part of the community. The new location is two blocks away from all the schools and three blocks from downtown.

Most Important Library Statistics

In the past year, the library circulated 20,203 items. The service population was 4,662 with 3,212 registered borrowers. Of these, 2,446 were adults and 766 were teens or juveniles. The library had a physical collection of 15,111. There were 28 interlibrary loan transactions. The library is part of the OK Virtual Library Consortium which provides patrons access to 15,531 eBooks. The library offered 108 programs with 897 people attending. The library has 37 licensed databases for patron use.

The library has three part-staff, and is housed in 2,925 square feet. The library will be moving into a renovated building by the end of 2013. It will have 14,900 square feet.

Vision, Mission, Goals and Objectives

Vision Statement

The library has a mission statement only, not a vision and mission statement.

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Mission Statement

The mission of the Garland Smith Public Library is to promote and inspire lifelong learning, advance knowledge, enrich lives, and strengthen our community.

Goals and Objectives for the Library

Our goal is to expand the size of our building to better accommodate the needs of our community.

Goals and Objectives for Outreach Program

Goal

The library intends to offer a series of classes for adults to help them become more proficient and confident in the use of computers.

Objective

The library will provide computer training on a regularly scheduled basis.

Outreach Program

The library will offer workshops on using the Internet for reliable health information. The class will be taught by the Oklahoma representative of the National Network of Libraries of Medicine, South Central Region. Depending on the availability of the representative, the workshops will be offered twice, once from 11:00-noon and the other from 1:00-2:00 p.m.

The library will target people who go to the Nutrition Center and the Senior Citizen Center. Many people who use these centers have health issues and need reliable medical information. The library will arrange for the city transportation bus to pick up people from the Nutrition Center and bring them to the library for the program. People who use the Senior Citizen Center can walk to the library as it is about a block away.

Statement of need

A survey completed by the library in August, 2013. The survey was included in monthly utility bills to residents of Marlow. Additional surveys were available at the library for those who do not live within the city limits. One hundred and fifty-four surveys were returned. Of those surveyed twenty-eight requested workshops on using the Internet for reliable health information. Staff often helps individuals find health information online.

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

The library's target audience is composed of citizens who are sixty-five years-of-age or older living in Marlow and the surrounding area. This age group comprises approximately 18.55 percent of the population.

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

The library will target those adults who attend the senior citizens center and the nutrition center.

Estimated number of potential participants

Based on available space for the workshop, the maximum number for each session will be 20.

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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 men and women sixty-five years-of-age or older living in Marlow and the surrounding area. Depending on the availability of the representative, the workshop will be offered twice. The library is closed in the mornings and the times selected for the workshop, 11:00-noon and 1:00-2:00 p.m., were chosen to minimize the impact on regular library services. The library will arrange for the city transportation bus to pick up people from the Nutrition Center and bring them to the library for the program. People who use the Senior Citizen Center can walk to the library as it is about a block away.

List potential partners based on your assets assessment

The library will partner with the Nutrition Center and the Senior Citizen Center to promote the program. The Friends of the Library will assist in promoting the program to other organizations and businesses in town. The National Network of Libraries of Medicine, South Central Region, will provide the speaker.

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

The library has space where the workshop can be held, a laptop with projector and a screen that can be used by the representative for the presentation, and the ability to create promotional materials.

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):

Write out the objectives to meet your action plan goal. For example:

1. Partner with the National Network of Libraries of Medicine, South Central Region to present a workshop on using the Internet for reliable health information.
2. Partner with the Senior Citizen Center and Nutrition Center to promote the workshop.
3. Implement two workshops in the library.
4. Distribute post-workshop surveys and evaluate results.

Action Plan Table

The table below gives the library's action plan for its medical information class.

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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 Shari Clifton to teach a workshop on using the Internet for reliable health information.	Librarian by August 30, 2013	Time-30 min. \$ & materials-none Personnel-1	1 contact made & 2 classes scheduled	Count contact made; Count classes scheduled
Contact Marlow Senior Citizen Center and Marlow Nutrition Center re: explain program; ask to put up a poster and leave flyers.	Librarian by August 30, 2013	Time-10 min. \$ & materials-none Personnel-1	2 contacts made	Count contact made
Put program on library calendar, Facebook, and website.	Staff by September 5, 2013	Time-15 min. \$ & materials-none Personnel-1	Information posted 3 or more places	Count places posted
Create promotional flyer and poster.	Volunteer by September 5, 2013	Time-1 hour. \$ & materials-none Personnel-1	1 flyer and 1 poster created	Count flyer and poster created
Make copies of flyer and poster.	Librarian by September 5, 2013	Time-30 min. \$ & materials- \$5.00 Personnel-1	30 copies made of flyer; 6 copies of poster made	Count # of copies made
Post information about program at library and at businesses and organizations around town.	Librarian by September 6, 2013	Time – 2 hrs. \$ & materials-none Personnel-1	6 posters distributed and 30 flyers	Count # of posters distributed
Give presentation to Marlow Senior Citizen Center and Marlow Nutrition Center.	Librarian by October 30, 2013	Time – 1 hr. \$ & materials-none Personnel-1	2 presentations made	Count # of presentations made
Set up library for workshop.	Librarian morning of first workshop	Time-15 min. \$ & materials-none Personnel-1	Set up done before 2 programs	Count lab set up
Present programs at the Garland Smith Public Library.	Shari Clifton by October 30, 2013	Time- 1 hr. instructions Personnel-1	2 programs presented; est. 20 in attendance	Count programs; count attendees
Take photos during presentation.	Librarian or reporter during workshops	Time-15 min. \$ & materials-camera Personnel-1	Photos taken for 2 workshops	Count #
Write brief article about program; submit with photo to local newspaper.	Librarian or reporter by October 30, 2013	Time: 30 min. Money-\$0.00 Materials- Personnel- 1	Write 1 article	Count #
Administer evaluation at each workshop.	Librarian after workshop concludes	Time-10 min. \$ & materials-none Personnel-1	2 programs; 20 evaluations administered	Count programs; count evaluations
Gather statistics, photos, article, stories and evaluations; compile and analysis data.	Librarian by October 30, 2013	Time-45 min. \$ & materials-none Personnel-1	Count attendees; compile evaluations, write report	Report written
Send final report to PEARL Office.	Librarian by October 30, 2013	Time-1 hr. \$ & materials-none Personnel-1	Report sent to PEARL	Confirm receipt of report

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APPENDIX A: LIBRARY EVALUATION FORM

GARLAND SMITH PUBLIC LIBRARY: RELIABLE HEALTH CARE WORKSHOP

THANK YOU FOR PARTICIPATING!

Place an X or check mark under the one that best describes how you liked the program.

	Yes	Maybe	No
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 finding medical information on the Internet.			

Additional comments:

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APPENDIX B: GENERAL SURVEY AND RESULTS

<p>Do you know the location of the public library? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Do you know the library will soon be moving to the National Guard Armory, 701 W Main? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>What age group best describes you? <input type="checkbox"/> Over 50 <input type="checkbox"/> 18–30 <input type="checkbox"/> 31–50 <input type="checkbox"/> 12–18</p>
<p>Do you find the current hours to be convenient? 12:00-5:00 Monday, Wednesday, Friday 12:00-5:00 Tuesday, Thursday; 8:00-12:00 Saturday <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>If you have children, what are their ages? <i>(Check all that apply.)</i> <input type="checkbox"/> 0–2 years <input type="checkbox"/> 6–12 years <input type="checkbox"/> 3–5 years <input type="checkbox"/> 13–17 years</p>
<p>If no, what hours would you like the library to be open?</p>	<p>How often do you visit the library? <input type="checkbox"/> Daily <input type="checkbox"/> Twice a year <input type="checkbox"/> Weekly <input type="checkbox"/> Once a year <input type="checkbox"/> Monthly <input type="checkbox"/> Never</p>
<p>When are you most likely to use the library? <input type="checkbox"/> Morning (10:00–noon) <input type="checkbox"/> Afternoon (noon–5:00 p.m.) <input type="checkbox"/> Evening (after 5:00 p.m.)</p>	<p>Which days of the week would you be most likely to use the library? <i>(Check all that apply.)</i> <input type="checkbox"/> Monday <input type="checkbox"/> Thursday <input type="checkbox"/> Tuesday <input type="checkbox"/> Friday <input type="checkbox"/> Wednesday <input type="checkbox"/> Saturday</p>
<p>For what age group would you like to see more programs? <input type="checkbox"/> Preschool <input type="checkbox"/> Elementary <input type="checkbox"/> Teens <input type="checkbox"/> Adults <input type="checkbox"/> Seniors</p>	<p>Anything Else You'd Like Us To Know? Any Needs We Aren't Meeting?</p>
<p>What programs would you like the library to add or expand? Please check all that apply.</p> <p><input type="checkbox"/> Teen book club</p> <p><input type="checkbox"/> Adult Book Club</p> <p><input type="checkbox"/> How to download e-books to an e-reader</p> <p><input type="checkbox"/> Tat and Chat</p> <p><input type="checkbox"/> Arts/Crafts</p> <p><input type="checkbox"/> Other _____</p>	
<p><input type="checkbox"/> Workshops on job searching, filling out applications, resume writing</p> <p><input type="checkbox"/> Workshops on using the Internet for homework</p> <p><input type="checkbox"/> Workshops on using the Internet for reliable health information</p> <p><input type="checkbox"/> Weekly Toddler Lapsit Story Time</p> <p><input type="checkbox"/> Weekly Story Time for Preschool Children</p> <p>Please help your library serve your needs by completing the survey and returning it to the library, 407 W Seminole, by August 5th. If the library is closed, you may drop the survey in the book drop.</p>	

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<p>Do you know the location of the public library?</p> <p><input type="checkbox"/> Yes 150 <input type="checkbox"/> No 4</p> <p>Do you know the library will soon be moving to the National Guard Armory, 701 W Main?</p> <p><input type="checkbox"/> Yes 149 <input type="checkbox"/> No 5</p>	<p>What age group best describes you?</p> <p><input type="checkbox"/> Over 50 97 <input type="checkbox"/> 18–30 17</p> <p><input type="checkbox"/> 31–50 36 <input type="checkbox"/> 12–18 4</p>
<p>Do you find the current hours to be convenient? 12:00-5:00 Monday, Wednesday, Friday 12:00-5:00 Tuesday, Thursday; 8:00-12:00 Saturday</p> <p><input type="checkbox"/> Yes 118 <input type="checkbox"/> No 36</p>	<p>If you have children, what are their ages? (Check all that apply.)</p> <p><input type="checkbox"/> 0–2 years 10 <input type="checkbox"/> 6–12 years 21</p> <p><input type="checkbox"/> 3–5 years 11 <input type="checkbox"/> 13–17 years 18</p>
<p>If no, what hours would you like the library to be open? 10:00-8:00 daily; longer hours on Saturday</p>	<p>How often do you visit the library?</p> <p><input type="checkbox"/> Daily 0 <input type="checkbox"/> Twice a year 21</p> <p><input type="checkbox"/> Weekly 22 <input type="checkbox"/> Once a year 10</p> <p><input type="checkbox"/> Monthly 26 <input type="checkbox"/> Never 17</p>
<p>When are you most likely to use the library?</p> <p><input type="checkbox"/> Morning (10:00–noon) 45</p> <p><input type="checkbox"/> Afternoon (noon–5:00 p.m.) 59</p> <p><input type="checkbox"/> Evening (after 5:00 p.m.) 52</p>	<p>Which days of the week would you be most likely to use the library? (Check all that apply.)</p> <p><input type="checkbox"/> Monday 54 <input type="checkbox"/> Thursday 58</p> <p><input type="checkbox"/> Tuesday 73 <input type="checkbox"/> Friday 55</p> <p><input type="checkbox"/> Wednesday 51 <input type="checkbox"/> Saturday 67</p>
<p>For what age group would you like to see more programs?</p> <p><input type="checkbox"/> Preschool 25 <input type="checkbox"/> Elementary 34</p> <p><input type="checkbox"/> Teens 29 <input type="checkbox"/> Adults 38</p> <p><input type="checkbox"/> Seniors 34</p>	<p>Anything Else You'd Like Us To Know? Any Needs We Aren't Meeting? More computers, more help with computers, more summer activities for children, more books (large print and autobiography), more Christian fiction.</p>

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What programs would you like the library to add or expand? Please check all that apply.

Teen book club 32

Adult Book Club 34

How to download e-books to an e-reader 43

Tat and Chat 12

Arts/Crafts 42

Other Basic computer classes, preschool learning, creative writing class, apply for social security online, smartphone workshop, photo shop, web design, genealogy programs, elementary book club during summer

Workshops on job searching, filling out applications, resume writing 28

Workshops on using the Internet for homework 24

Workshops on using the Internet for reliable health information 28

Weekly Toddler Lapsit Story Time 27

Weekly Story Time for Preschool Children 26

Please help your library serve your needs by completing the survey and returning it to the library, 407 W Seminole, by August 5th. If the library is closed, you may drop the survey in the book drop.