

GRAND SALINE PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



Prepared by: Kelli Bryant

Date: May 31, 2012

**201 E. Pacific Street
Grand Saline, Texas 75140
(903) 962-5516**

**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.**



Department of Library and Information Sciences



TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	5
Library Vision, Mission, Goals and Objectives	6
Outreach Program	8
Detailed Action Plan	9
Appendix A: Evaluation Form for Children	12
Appendix B: Evaluation Form for Daycare Directors	13

Outreach Plan

Introduction

Grand Saline, Texas, is located in Van Zandt County on US Highway 80, 65 miles east of Dallas and 120 miles west of Shreveport, Louisiana. The city is named for the large salt deposit located underground. As early as 900 A.D., the Caddo Indians mined the salt prairie. In 1845, the town Jordan's Saline, named for John Jordan who was an owner of Primitive Saltworks, was established. In 1873, the town location shifted. It was renamed Grand Saline when the Texas and Pacific Railroad was built. Grand Saline was incorporated in 1895, and is home to one of the largest underground salt mining operations in the nation.

Historical, Current, and Future Roles of the Library

Historically the library has been a center for local history and genealogy. Currently the library serves as a location for residents who use the Internet for employment opportunities. The library provides recreational reading and is the only local source of large print materials for senior citizens. Future roles for the library include offering ESL classes, career and workforce development, and early childhood literacy.

Existing Programs

Existing programs include summer reading programs for children and teens, and interlibrary loan.

Identified Needs

The community needs additional public parks and additional healthcare services.

Identified needs for the library include additional staff and a plan of service for a large population of homeschooled students.

Identified Assets

Community assets include: the famous Morton Salt Company; a unique salt museum; historic pharmacy museum; new elementary school; two manufacturing plants, and community pride.

Library assets include: a good rapport with community groups, organizations and library patrons, and a newly renovated facility.

Thank You Statement

The library would like to thank the Friends of the Library and the Library Board for exceptional support, especially during a recent two and a half month renovation project. The library is also thankful for financial support from the Friends group, County Commissioners, the City of Grand Saline. The Athena Club kindly supports the summer reading program and other library projects. Morton Salt Company grants the library an annual stipend.

Grand Saline Public Library Community Outreach Plan

The library thanks its partners, the Tender Learning Center Daycare and the First United Methodist Church for partnering with the library to extend the reach of the library summer reading program. The library is also grateful to the *Grand Saline Sun* and the *Van Zandt News* for providing publicity about the program.

The Grand Saline Public Library is grateful to the Robert and Ruby Charitable Trust for providing this opportunity for community outreach through the PEARL Project through the University of North Texas.

Community Profile Narrative

Grand Saline sits on top of ancient salt beds formed during the Permian Age, approximately 250,000 years ago. Morton Salt, owner of the current mine, is the sole producer of salt shaker products and potassium chloride (salt substitute). It is a major employer of city residents. Other top employers in Grand Saline include: Grand Saline Independent School District, Cozby-Germany Hospital, Brookshire Grocery Company, Bukner Plastics, and Country Trails Assisted Living. Local citizens also work in nearby oilfields.

The city hosts several annual events: Salt Festival and Rodeo, Peanut Butter Festival, Bloomin' on the Block, Highway 80 Garage Sale, Halloween Goody Trial, National Night Out, and Cocoa and Carols. The Salt City Stroll is an event that celebrates the history of Grand Saline and provides covered wagon rides with historians on board.

Grand Saline has some unique local attractions. A one-story building, dubbed the "Salt Palace", is a monument to the city's salty history. It houses memorabilia from Morton Salt Company which owns the mine on which the city is built. The building's exterior is made of bricks of salt. Nutty's Old Fashioned Peanut Butter, an award-winning peanut butter, has been featured in several magazines. It recently won the "Best Honey Peanut Butter" title on the Rachel Ray Show. The Old-Fashioned Peanut Butter Store also serves coffee, fudge, and ice cream of peanut butter flavor. The East Texas Gators and Wildlife Park houses alligators of various sizes from hatchlings to over 13 feet long. A number of wildlife educators are on hand to tell visitors about the animals. There is also a full-service restaurant on the site which serves a variety of foods including alligator.

The city of Grand Saline is proud to be called the home of aviation pioneer, Wiley Post (1898-1935); champion bull rider, Matt Austin; and award-winning Christian songwriter and performer, Chris Tomlin. "Pride" is a theme that is pervasive in Grand Saline and provides a values-based foundation for organizations and education, and for a sense of community spirit.

Grand Saline is in the Tyler Junior College taxing district. High school students are able to take advantage of the nursing and pharmacy technical programs through a curriculum agreement that allows them to complete college credit and take certification exams while still attending high school.

Main Geographic Features

Grand Saline Public Library Community Outreach Plan

Community Features

Assets and Challenges

Grand Saline community assets include: a salt mine; dairy farms; oilfields; farms and orchards, and a unique educational wildlife park featuring alligators. Grand Saline is situated at the intersection of the Piney Woods and the Post Oak Belt of Texas.

Challenges to the community include few public parks and the distance to a major city, Dallas, at 65 miles. The downtown area of Grand Saline is undergoing revitalization.

Library Features

Assets and Challenges

The library is a shared facility with the civic center. Both are housed in a historic train depot. It is across the street from the Chamber of Commerce and close to several restaurants, shops, the elementary, middle and high schools; newspaper office, museum and visitor center; fire and police stations; post office, and a skating rink.

The library is challenged by its location in the train depot. Noise from passing trains can be disruptive to communication with patrons.

Community Demographics

According to the 2010 census, the population of Grand Saline is 3,074. The population is 88% White; 1% African American; 1% American Indian or Alaska Native, and 10% other races. 21% of the population is of Hispanic ethnicity. 28% of the population is under age 18; 19% is 65 and over; 53% is between ages 18 and 65. 33% have a high school diploma; 4% have a Bachelor's degree or higher. The median income is \$28,423.

Library Profile Narrative

The library was started in 1966, in city hall. In 1980, it was moved to the historic train depot that dates from 1923. It shares the building with the civic center which is available to rent for community meetings. The library is within walking distance of: the Chamber of Commerce, police and fire stations; post office; city hall; a children's rehabilitation facility; grocery store; a museum; dollar store; doctor's office; chiropractor office; newspaper; several hair salons; insurance agencies; the swimming pool; and tennis courts, and a park. Community schools are located across a heavily travelled major highway; consequently the library is not accessible to students on foot.

The library portion of the train depot is 3,200 square feet. In 2011, it closed for a two month renovation project that greatly enhanced its physical appeal. The library provides valuable services for senior citizens who prefer large print books. It also provides truck drivers with audio books for on-the-road reading. Home schooled students use the library on a weekly basis.

Most Important Library Statistics

Grand Saline Public Library Community Outreach Plan

In 2010, the library had 3,301 registered borrowers. 36 programs were held with 782 attending. The collection had 38,000 titles. Circulation totaled 26,750. There were 1,250 reference transactions and 15,358 library visits. The library was open 33 hours per week with one paid employee.

Vision, Mission, Goals and Objectives

Vision Statement

Informing, educating, entertaining and enriching our community.

Mission Statement

The Grand Saline Public Library is dedicated to free and equal access to information, local history, knowledge, independent learning and the joys of reading for all citizens in our community.

Goals and Objectives for the Library

Goal 1: Foster a lifelong love of books in children and teens and a desire to learn that will help them live productive and satisfying lives.

Objective 1: Offer weekly story time for children 18 months to 4 years.

Objective 2: Make library a resource that is valued by teens.

Objective 3: Implement interaction with local Head Start/Day Care and Development Learning Centers to encourage participation in preschool library programs and special services.

Objective 4: Increase the circulation of children's books by 3% for each year of the long range plan.

Objective 5: Coordinate the Accelerated Reading Program with the Grand Saline ISD school libraries.

Goal 2: Enable adults and senior citizens to continue their active participation in lifelong learning.

Objective 1: Continue purchase of large print books at a rate of at least 20% per year.

Objective 2: Establish computer classes for adults.

Objective 3: Establish book discussion/review groups at the library.

Goal 3: Provide local service to those who cannot physically use the library facilities or materials.

Objective 1: Identify groups with special needs and determine the best way to serve them.

Objective 2: Provide delivery of materials to all homebound patrons by 2009.

Objective 3: Offer reader programs for local nursing homes and retirement facilities.

Goal 4: Continue a technology plan that consistently maintains current levels of technology and implements future technology as relevant.

Objective 1: Monitor product development and integrate innovative technologies.

Grand Saline Public Library Community Outreach Plan

Goal 5: Develop knowledge of and an appreciation of the history of Grand Saline, its people and the cultures that contribute to the richness of the area.

Objective 1: Increase by 10% the number of times the library participates in planning/collaborative projects with other community organizations.

Objective 2: Offer at least one cross-generational program each year on a local history topic.

Goal 6: Increase and improve the library experience of its patrons.

Objective 1: Extend library hours.

Objective 2: Improve communication of what the library has to offer.

Objective 3: Continue to provide and enhance a pleasant, cordial, comfortable and safe library facility for library patrons.

Goal 7: Non-English speaking patrons will be encouraged to use the library.

Objective 1: Establish a core collection of appropriate foreign language materials.

Objective 2: Incorporate diversity in staff, Friends of the Library, volunteers, and the Library Board.

Goal 8: Consistently strive to improve user statistics.

Objective 1: Set circulation goals.

Objective 2: Improve utilization of circulation statistics for collection development.

Objective 3: Seek out and respond to suggestions and concerns of patrons about library facilities, services and collections.

Objective 4: Develop a way to identify groups who do not use the library on a regular basis and determine reasons why.

Objective 5: Improve the use of interlibrary loan.

Goal 9: Provide a qualified and highly motivated staff of accomplish the service goals of the library which will advance the library's vision and mission statements.

Goals and Objectives for Outreach Program

Goal: The outreach program meets Goal 1, "Foster a lifelong love of books in children and teens and a desire to learn that will help them live productive and satisfying lives", Objective 1, "Offer weekly story time for children 18 months to 4 years". The goal of the program is to extend the reach of summer reading activities to children attending daycare in the community.

The objectives of this program are:

1. To create a preschool library program for children 18 months through four years.
2. To extend the reach of summer reading activities to children attending daycare in the community.
3. Provide a supply of children's library books to two daycare locations, and inform parents of library services.

Outreach Program

Grand Saline Public Library Community Outreach Plan

The daycare story times will consist of an appropriate children's story along with a simple craft. The library will pack a bag of children's books to leave behind for the children to enjoy. Each of the daycare sites will have a story time on alternating weeks of the month during the summer. If successful, it is anticipated that the program will continue into the school year. It is also hoped that parents, once they are made aware of library services, will bring their children into the library when convenient to check out additional books.

Each child will receive a coloring sheet that fits the theme of the story. The library will hang the colored sheets for the extension summer reading program in the library. If parents do visit the library with their children, the colored sheets will be prominently displayed.

At the end of the summer reading visits, the library will present small prizes to the children in a decorated 'goody' bag. The bag may include bookmarks, prize ribbons, stickers and coupons, if available. A library card application for both the parent and the child will be sent home with the children along with a flyer of library services that encourages library visits.

Statement of need

Community leader surveys indicated a need for additional programs for children with daycare outreach as a potential partnership. More children's programs were also listed in the general survey results.

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

Nearly a third of the residents in Grand Saline are under age 18. Over a third of the households have children in residence. Approximately 6% or 52 children are enrolled in preschool.

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

The two daycare facilities being targeted by the library extended summer reading program have approximately 15 children each that are preschool age.

Estimated number of potential participants

It is expected that all preschoolers in both daycares will participate in the outreach program or 30 children total.

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

Boys and girls ages 18 months to 4 years will participate in the summer reading outreach program. The program will be offered in alternating weeks at each of two locations. Story time will take place in the morning after breakfast. The story and simple craft activity are expected to last for 30-45 minutes.

List potential partners based on your assets assessment

Grand Saline Public Library Community Outreach Plan

Two daycare providers, Tender Learning Care Daycare and the First United Methodist Church Daycare, will partner with the library to offer summer story time as a pilot program. If successful, the program will be extended by mutual agreement. The *Grand Saline Sun* and the *Van Zandt News* will publicize the program.

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

The library will provide staff for the summer reading extension program. It will also provide a bundle of leave-behind library books, coloring sheets, and informational flyers for parents. The library will reward children for participation in story time with a “goody” bag.

Detailed Action Plan

Action Plan Goals:

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

Action Plan Objective(s):

Action plan objectives include the following:

1. Plan a pilot story time at daycares to extend the summer reading program.
2. Promote the story times through news articles and informational flyers for parents.
3. Engage the children with a simple activity that relates to the stories read.
4. Encourage families to bring their preschoolers to the library.
5. Evaluate enthusiasm for the program to determine if a continuation is possible.

Action Plan Table

The table below gives the library’s action plan for the extended summer reading program at two daycare facilities.

IMPLEMENTATION		EVALUATION		
Action	Name & Date	Resources Needed	Measurement	Analysis
What action, activity or task needs to be done?	Who will do it and by what date will it be done?	How much time, money, materials, personnel is needed?	How will progress be measured (#, %, participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Set dates and times with daycares	Director by June 1, 2012	Time – 30 minutes \$/materials – none Personnel -1	4 dates set	Count #
Select 2 stories and coloring sheets	Director by June 10, 2012	Time – 1 hour \$/materials – none Personnel -1	2 stories and coloring sheets selected	Count #
1 send press release written, 2	Director by	Time – 30	1 press release	Count #

Grand Saline Public Library Community Outreach Plan

sent	June 15, 2012	minutes \$/materials –none Personnel -1	written and 2 sent	
Create information flyer for parents of participants	Director by June 15, 2012	Time – 30 minutes \$/materials – none Personnel -1	1 master flyer created	Count #
Photocopy and distribute flyers at daycares	Director by June 25, 2012	Time – 30 minutes \$3.00/materials – 30 sheets Personnel -1	30 flyers photocopied and distributed	Count #
Prepare 2 leave-behind book bags	Director by July 2, 2012	Time – 1 hour \$/materials – 2 book bags Personnel -1	2 bags assembled	Count #
Hold 1 st story time and repeat at alternate daycare	Director by July 5 and 12, 2012	Time – 1.5 hours each \$/materials – none Personnel -1	2 story times held	Count #
Hang coloring sheets at library	Director by July 13, 2012	Time – 30 minutes \$/materials – none Personnel -1	1 display created	Count #
Prepare goody bags for children	Director by July 19, 2012	Time – 2 hours \$30/materials – supplies, prizes personnel -1	30 bags prepared	Count #
Create library card application form for parents	Director by July 19, 2012	Time – 10 minutes \$/materials – none Personnel -1	1 master form created	Count #
Make copies of library card application form	Director by July 19, 2012	Time – 30 minutes \$3.00/materials – 30 sheets Personnel -1	30 copies made	Count #
Hold 2 nd story time at each daycare	Director by July 19 and 26, 2012	Time – 1.5 hours each \$/materials – none Personnel -1	2 story times held	Count #
Distribute library card application and goody bags at each daycare	Director by July 19 and 26, 2012	Time – 10 minutes each \$/materials – none Personnel -1	30 applications and goody bags distributed	Count #
Collect feedback from children	Director by	Time – 15	30 children	Count #

Grand Saline Public Library Community Outreach Plan

and daycare directors	July 19 and 26, 2012	minutes each \$/materials - none Personnel -1	evaluations collected, 2 daycare director evaluations collected	
Evaluate program	Library director and board by July 28, 2012	Time – 1 hour \$/materials –none Personnel -3	Compile statistics, summarize feedback	Count # books read, participants, new library cards issued Count # positive remarks
Write and send 2 nd press release	Director by August 1, 2012	Time – 30 minutes \$/materials – none Personnel -1	1 press release written and 2 press releases distributed	Count #
Write report and send to PEARL office	Director by August 1, 2012	Time-1 hour \$/materials- Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you notes to partners	Director by August 1, 2012	Time-1 hour \$/materials-4 notecards Personnel-1	2 thank you notes written	Count #

APPENDIX A: EVALUATION FORM FOR CHILDREN

Grand Saline Public Library Daycare Story Times

Ask the children each question. Have them circle the smiley face if they liked that portion of the story time.

Miss Kelli



Story #1 (Title)



Story #2 (Title)



Color Sheets



Goody Bag Prize



I Want to Hear More Stories



APPENDIX B: EVALUATION FORM FOR DAYCARE DIRECTORS

Grand Saline Public Library Daycare Story Time

Thank you for participating!

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

	Yes 3	It was okay 2	No 1
1. The program:			
was easy for me to do my part.			
lasted long enough.			
2. The coloring sheets and goody bags were:			
good.			
3. Because of the program:			
the children I worked with read more.			
4. In the future:			
I would like to participate again.			

Anything else you want to say?

Suggestions to improve the program:
