

HANSFORD COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Department of Library and Information Sciences



Hansford County Library Community Outreach Plan

TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	5
Library Vision, Mission, Goals and Objectives	5
Outreach Program	6
Detailed Action Plan	7
Appendix: Story Time Evaluation	11

Outreach Plan

Introduction

Hansford County, on the northern edge of the [Panhandle](#), is bordered on the north by Oklahoma, on the west by Sherman County, on the south by Hutchinson County, and on the east by Ochiltree County. The county, named for [John M. Hansford](#), was established by the Texas legislature in 1876. It comprises 907 square miles of level and rolling prairies cut by the intermittent Frisco, Coldwater, Palo Duro, and Horse creeks. The region's black, sandy, and loam soils support abundant native grasses as well as wheat, corn, sorghum, oats, and other small grains. Oil was discovered in Hansford County in 1937. Agribusiness and oil provide the economy for the area.

Historical, Current, and Future Roles of the Library

Hansford County Library historically and currently provides free and equal access to information. Basic literacy is an important role the library supports. The library serves as a community meeting place. Information assistance and a gateway to information are roles the library performs. The library supports a collection of local history and genealogy. The library plans to continue these roles.

Currently and in the future the library will provide educational and recreational materials for its patrons. The library is a technology center and provides public computer access. Literacy for children and a gateway for preschool learning is an important role of the library in the community.

Existing Programs

The library currently provides a bi-weekly story time for pre-school children. It provides an organized summer reading club for children from pre-school to the fifth grade. Interlibrary loan services are provided for patrons as needed. Regular displays of art by community artists are presented in the library. Exam proctoring is offered as needed. There is an adult book club that meets once a month.

Identified Needs

The city of Spearman needs economic development. The city plans to develop more parks with sports fields and a water park.

The library needs more programming for children and adults.

Identified Assets

Identified community assets include: a municipal airport, a reservoir, historic fort, caves, walking trails, campgrounds, public swimming pool, tennis courts, and a municipal golf course. The area contains horse and cattle ranches, farms, and dairy farms. Oil fields and wind turbines are key energy assets of the community. The community has a chain grocery, Alco discount store, Dollar General, Pizza Hut, Dairy Queen, farm supply stores and two farm implement dealerships. Medical care in the community is provided by three doctors, two pharmacies and a hospital. Nursing home care is available.

Hansford County Library Community Outreach Plan

The library assets include a recently remodeled building with ample space. There is a dedicated staff that is committed to providing library service to the county. The library maintains 6 public access computers and Wi-Fi access.

Thank You Statement

Hansford County Library would like to thank the Robert and Ruby Priddy Charitable Trust for providing funding for the University of North Texas PEARL project and the library's participation in it. Hansford County Library thanks the Hansford County and the Spearman city entities for their support of the library. The library thanks the volunteers who provide their time and expertise for programming, help with maintenance and the operation of the thrift store.

Community Profile Narrative

Spearman was created as a railroad town. It was platted in 1917 as a stop on the North Texas and Santa Fe Railway. The town was named to honor Thomas E. Spearman, a vice-president of the railway. The post office opened in 1917. The railway was completed in 1919. By 1921, Spearman's population was 1,000. Oil was discovered in the area in 1937. The population peaked at 4,000 in 1964. In 2010, the population of Spearman is 3,368. The Santa Fe railroad was discontinued in 1980. The railroad donated the depot to the community and today it is known as The Stationmaster's House museum.

The economy of the area is agriculture and oil and the businesses that support it.

Spearman is a rural Texas Panhandle town which is family oriented. Spearman has strong sports teams in football, basketball, golf, and cross-country track. The girls' cross-country track team have been state champions for the past four years.

Heritage Day celebration is held in June. On July 4th a multi-city celebration is held at Lake Palo Duro, The Chamber of Commerce sponsors an annual golf tournament. In the fall, a community carnival is held and the Rotary Club sponsors a pheasant hunt.

Spearman is home to the J.B. Buchanan Windmill Park with over 35 antique water windmills located in the park and an additional 25 located throughout the community.

Main Geographic Features

Community Features

Assets and Challenges

Hansford County is farming and ranching area located on the high plains of the Texas Panhandle. There are playas, creeks and draws. The land is a sandy loam with black soils. There are underground water supplies. The average annual rainfall is 20.30 inches. The Palo Duro Reservoir is located in the northeast area of the county.

Major geographic assets for Spearman include: Palo Duro reservoir, caves, playa lakes, ranching and farmland and nine parks.

The major geographic challenge is being so far away from a larger city for shopping. The nearest commercial airport is 100 miles.

Hansford County Library Community Outreach Plan

Library Features

Assets and Challenges

Library geographical assets include a free-standing building located on the main street of Spearman. It is close to the heart of the community and businesses. Next door is a NAPA auto store and across the street are a theater and an insurance agency.

A geographical challenge for the library is the distance from the schools. Children cannot easily walk to the library.

Community Demographics

Hansford County has a total population of 5,613, with 32.1 percent under 18 years and 15.2 percent over 65 years. Approximately 76.5 percent of those aged 25+ have a high school education, with 19.1 percent having a bachelor's degree or higher. The median household income is \$44,690.

Nearly 81.8 percent of the population is White, with 43.3 percent of Hispanic or Latino origin; 0.6 percent of the population is African American, and 16.9 percent is foreign born. In 36.4 percent of the homes a language other than English is spoken.

Library Profile Narrative

Hansford County Library opened on December 14, 1932. It moved to its present site, which was a former automobile dealership, in 1967. The building is an open space with large windows. The library operates as a 501c3 non-profit organization governed by a nine-member board. The library maintains a thrift store to provide monetary support. The thrift store is maintained by volunteers.

Most Important Library Statistics

The library is open 40 hours per week and has two full-time and one part-time employee. In 2010, it had a collection of 22,800 items; circulation was 25,319. There were 14,325 library visits. The budget was \$97,500. The facility is 8,550 square feet and includes 2 meeting rooms. The library is a member of Harrington Library Consortium. Interlibrary loan services are provided.

Vision, Mission, Goals and Objectives

Vision Statement

As a building block for the future development of the county and its citizens, the library is the center of lifelong learning for all residents.

Mission Statement

Hansford County Library, by providing diverse and easily accessible materials, services, and programs, encourages the free flow of ideas to educate, entertain, enrich and inform local and community residents. Our mission is focused on competent services, quality resources and a welcoming atmosphere built on a foundation of fiscal responsibility.

Goals and Objectives for the Library

Hansford County Library Community Outreach Plan

Goal 1: Foster a love of reading in infants, children and adults.

Objectives for Goal 1:

- Conduct a Summer Reading Club for children ages 5-10.
- Provide an excellent collection of reading materials in various formats.
- Host an adult book club.
- Provide an incentive for parents to begin reading to newborns.

Goal 2: Ensure everyone in the community is aware of the library and what it has to offer.

Objectives for Goal 2:

- Promote the value of the library to the community.
- Serve as a community gathering place.
- Provide accurate and timely answers to community questions.

Goal 3: Provide a better, safer and more comfortable library environment for all patrons.

Objectives for Goal 3:

- Update and improve existing facility both inside and out.

Goal 4: Provide an adequate number of well-trained staff and volunteers.

Objectives for Goal 4:

- Hire high-quality staff with competent skills in languages and technologies.
- Provide staff training that promotes skill development, excellent customer service and fulfillment of the library's mission.
- Respect the value of each staff member, promote teamwork and communication, and provide good management and supervision.

Goals and Objectives for Outreach Program

In keeping with the library's goal 1 to foster a love of reading in infants, children and adults, the library will expand the bi-weekly story time. The objective of the outreach program is to provide a weekly story time.

Outreach Programs

The survey conducted by Hansford County Library indicated more children's programs are needed. Additional volunteers have been recruited to help with story time. The pre-school teacher at Spearman ISD will distribute to parents a handout about story time. Home school parents will be given a handout with information about story time.

The library partners for this project include Zephyr Wind, the Rotary club, and The 20th Century Club. They will provide materials and volunteers. Local news outlets, *High Plains Observer*, and *Spearman Reporter Statesman*, will promote and advertise the program. Volunteers will provide story time for the children of Hansford County. The Spearman ISD pre-school teacher will pass out flyers for the children to take to parents.

Statement of need

The survey results indicated the need for a weekly story time.

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

Hansford County Library Community Outreach Plan

There are approximately 560 children in Hansford County under the age of five.

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

There are 54 children enrolled in the pre-school program at Spearman ISD. There are several families in Spearman who home-school their children.

Estimated number of potential participants

It is estimated 50% of the children in pre-school will attend. Several of the home-schooled children will attend. The estimated number of potential participants is 20 to 30.

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

The story time will be held on Thursday at 11:30. The school district has a pre-school program that ends at 11:00. The 11:30 time gives the opportunity for pre-school children to participate. Children will depend on parents to provide transportation to and from the library. The program will last 30 minutes.

List potential partners based on your assets assessment

The library will partner with Zephyr Wind to provide presenters. The Rotary club will provide children's books for the children's collection. *High Plains Observer* and *Spearman Reporter Statesman*, area newspapers, will provide advertisement of story time. Recruited volunteers in the community will read to the children. Spearman ISD pre-school teacher will encourage parents to bring children to story time and send handouts home with children.

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

The collection contains 2,641 easy books for children. Librarians will select materials to read for story-time. A calendar from *Reading is Fundamental* will be distributed to promote reading activities in the home. <http://www.rif.org/us/literacy-resources/activities/monthly-activity-calendars.htm>. Librarians will review The National Children's Literacy Website at <http://www.child2000.org/lit-tips.htm> for information.

Detailed Action Plan

Action Plan Goal(s):

The goal of the action plan is to:

1. Design story time.
2. Promote the story time.
3. Implement story time.
4. Evaluate story time.

Action Plan Objective(s):

The objectives of the plan are:

1. Contact potential partners.
2. Create and distribute promotional materials.
3. Hold story time.

Hansford County Library Community Outreach Plan

4. Develop, administer, and analyze evaluations.

Action Plan Table

The table below list the step-by-step information needed to conduct story time.

IMPLEMENTATION			EVALUATION	
Action What action, activity, or task needs to be done?	Name and Date Who will do it, and by what date will it be done?	Resources Needed How much time, money, materials, and personnel are needed?	Measurement How will progress be measured (#, % of participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Create survey	Director By 9-17-11	15 minutes \$0 Materials-0 personnel-1	1 master survey	Count #
Make copies of survey	Director By 9-19-11	45 minutes \$250.00 Materials-1000 sheets paper Personnel -1	1000 copies made	Count #
Distribute survey to local print and online newspapers, radio, library patrons	Director and staff By 9-23-11	60 minutes \$0 Materials-0 Personnel-1	1000 surveys distributed	Count #
Collect surveys and compile	Director and staff By 10-15-11	2 hours \$0 Materials-0 Personnel-3	Count # return	Compile responses and decide project
Visit with Grace Davis and Lisa Pipkin, story time readers, to establish reading schedule	Director By 11-29-11	15 minutes \$0 Materials-0 Personnel-1	Contact two story time readers; make schedule	Count #
Create story time poster	Director By 12-15-11	15 minutes \$0 Materials-0 Personnel-1	1 master poster created	Count #
Copy story time poster	Director By 12-15-11	15 minutes \$2.50 Materials- 10 sheets of paper Personnel-1	10 copies made	Count #

Hansford County Library Community Outreach Plan

IMPLEMENTATION			EVALUATION	
Action What action, activity, or task needs to be done?	Name and Date Who will do it, and by what date will it be done?	Resources Needed How much time, money, materials, and personnel are needed?	Measurement How will progress be measured (#, % of participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Distribute poster	Director By 12-16-11	15 minutes \$0 Materials-tape Personnel-1	10 posters hung	Count #
Create flyer for pre-school children to take home and for home-schooled parents	Director By 12-15-11	15 minutes \$0 Materials-0 Personnel-1	1- master flyer created	Count #
Copy flyer for pre-school and home-school children.	Library staff By 12-15-11	15 minutes \$12.00 Materials-paper Personnel-1	60 copies made	Count #
Take copies to pre-school teacher	Director By 12-15-2011	45 Minutes \$0 Materials-0 Personnel-1	Copies given to teacher	Count #
Create handout or use <i>Reading is Fundamental</i> handouts/calendars available in English or Spanish	Library staff By Tuesday before program	60 minutes \$0 Materials 0 Personnel-1	Handout made	Count #
Copy handout	Library Staff By Wednesday before program	15 minutes \$6.00 Materials- paper Personnel-1	30 handout copies made	Count #
Distribute handout at story time	Library staff By end of program on Thursday beginning 1-4-12	10 minutes \$0 Materials-0 Personnel-1	Handouts distributed	Count #
Write press release	Director By 12-19-11	30 minutes \$0 Materials-0 Personnel-1	Article submitted to two media outlets	Count #

Hansford County Library Community Outreach Plan

IMPLEMENTATION			EVALUATION	
Action What action, activity, or task needs to be done?	Name and Date Who will do it, and by what date will it be done?	Resources Needed How much time, money, materials, and personnel are needed?	Measurement How will progress be measured (#, % of participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Implement weekly pre-school story time	Volunteer 1-4-12 Ongoing during school year on Thursday	30 minutes \$0 Materials – Books from collection Personnel-1	20-30 children	Count #
Document program	Library Staff By day of program	30 minutes \$0 Materials-camera Personnel	Take pictures Record comments made by children	Include photos and comments in report
Straighten room	Library Staff By day of program	10 minutes; \$0 Materials-0 Personnel-1	Room is neat and ready	n/a
Write PEARL report	Library Director By February 28th	3 hours; \$0 Materials-0 Personnel-1	Report written and sent include photos and comments	Send results to PEARL office.

Hansford County Library Community Outreach Plan

APPENDIX: STORY TIME EVALUATION

Hansford County Library
Story Time Evaluation

Title of book(s) selected to read:

Name of person who read:

Activities presented (music, crafts, games, movement exercise, etc.):

Question	Yes	No
Did the children listen to story?		
Did the children ask questions?		
Did the activity engage the children?		

Please write comments made to you by parents or children about the book, activity or story time in general. Comments help us to provide information for our report to the PEARL project.
Example: Jane Doe said her daughter loves coming to story time or Mary Doe said that *Cat in the Hat* is her favorite book.