

HEMPHILL COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Hemphill County Library Community Outreach Plan

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Outreach Plan

Introduction

Canadian, Texas is located on Highway 83 in central Hemphill County. The town is located 97 miles north east of Amarillo. The county was named for John Hemphill, a former Texas Supreme Court justice. It comprises 904 square miles of rolling plains and rugged terrain, broken by two major rivers and dozens of creeks.

Historical, Current, and Future Roles of the Library

Historically Hemphill County Library has been a place for: lifelong learning; free and equal access to information; community meeting place; educational and recreational materials; information assistance; a door to pre-school learning, and local history and genealogy. The library has served as a gateway to information keeping a collection of current topics and titles. Early childhood literacy has been a priority for three generations.

Additional roles the library currently plays are: a technology center; provides public computer access; formal education support, and information literacy. The library plans to continue these roles in the future.

Existing Programs

The library currently provides three weekly story times for pre-school children. Story time for school age children is held once a month. The story times are divided into three grade levels. It provides an organized summer reading club for children from kindergarten to the fifth grade. A teen book club is held once a month. Interlibrary loan services are provided for patrons. Exam proctoring is offered.

Identified Needs

The city of Canadian needs more housing. There has been a major population growth due to oil and gas production.

The library needs more programming for adults and children.

Identified Assets

Identified community assets include: a municipal airport, historic wagon bridge, walking trails, campgrounds, public swimming pool, tennis courts, and a municipal golf course. The area contains horse and cattle ranches and farms. Oil fields and gas are key energy assets of the community. The community has a chain grocery; Alco discount store; Dollar General; hardware and lumber store; an assortment of dining establishments from fast food to elegant; three banks; three hotels; many bread and breakfasts; three guest ranches, and boutique retail shops. Medical care in the community is provided by four doctors, one pharmacy, and a hospital. Nursing home care is available. A new assisted living facility is being built. There are four school campuses.

The library assets include a free-standing building that underwent an extensive remodel completed in 2011. It has a large meeting room. There is a dedicated staff that is committed to providing library service to the county. The library has six public access computers and Wi-Fi access. There are three computers for children with educational software.

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Thank You Statement

Hemphill 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. Hemphill County Library expresses thanks to Hemphill County and the city of Canadian for their support of the library.

Community Profile Narrative

Canadian was organized as a railroad town. Kansas Railway Townsite Company laid out the 240-acre town site, which is on the south bank of the Canadian River near its junction with Red Deer Creek. In the early 1950s Canadian lost its railroad roundhouses and division headquarters as a result of reorganization by the Santa Fe Railroad. Nevertheless, it continued to thrive on ranching and farming, as well as oil and gas production.

On July 4, 1888, Canadian's reputation as a rodeo town began when the annual Cowboys' Reunion staged a commercial rodeo, one of the first in Texas. The event has been an annual custom ever since. In addition to the annual rodeo, the Autumn Foliage Tour in October attracts visitors.

The ladies of the Women's Christian Temperance Union took Canadian in hand shortly after Canadian officially became a town. They developed the library, musicals, civic organizations, and guided its general transition from boomtown to hometown with their dedication to family, morality, and prohibition of alcohol.

Canadian's first oil well was drilled in 1957. It is home to the largest gas well in the United States. The economy of the area is in a boom today because of oil and gas production.

Canadian is home to the Citadelle Art Museum. It hosts traveling exhibits and has a large permanent collection. The River Valley Pioneer Museum has a permanent collection of area artifacts and hosts traveling exhibits.

Main Geographic Features

Community Features

Assets and Challenges

Hemphill County, on the high plains of the Texas Panhandle, is a farm and ranch area. There are playas, creeks and draws. The Canadian River flows easterly across the north central part of the county, and the Washita River flows easterly across the southern part. The average annual rainfall is 20.5 inches.

Major geographic assets for Canadian include: Lake Marvin, Black Kettle national grasslands, and Gene Howe wildlife management area.

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

Library Features

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Assets and Challenges

Library geographical assets include a free-standing building located on the brick main street of Canadian. It is close to the heart of the community and businesses. Next door is the court house and a Methodist church. Local attorney and abstract offices are located across the street.

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

Community Demographics

Hemphill County has a total population of 3,807, with 29.3 percent under 18 years and 12.9 percent over 65 years. Approximately 83 percent of those aged 25+ have a high school education, with 19.2 percent having a bachelor's degree or higher. The median household income is \$60,361.

Nearly 86.9 percent of the population is White, with 28.5 percent of Hispanic or Latino origin; 0.2 percent of the population is African American, and 5.2 percent is foreign born. In 11.3 percent of the homes a language other than English is spoken.

Library Profile Narrative

In 1903 the first library facilities for Canadian were in the Stockman's Mercantile Company, where rental books were available. In August 1903, the Woman's Christian Temperance Union (WCTU) provided a small reading room in the rear of a bank in the downtown area. The WCTU decided they needed a building for their activities. Their plan was to house a library and a meeting room in the upper part of the building and the lower part of the building would include a big dining room area and a kitchen. They would have an annual bazaar and serve turkey dinners to raise money to support the library and to pay for the maintenance of the building. In 1911 their dream was realized and the building was completed. A big celebration was held in 1917 when the mortgage was paid off.

On March 17, 1923, the library facilities were formally open. Two rooms housed the entire collection of 500 books. At first the members of the WCTU served as librarians. In 1939 a paid librarian was hired through the Works Progress Administration (W.P.A.) to keep the library open every afternoon, including three hours on Sunday. This position was filled by Mrs. Olga Morris, who remained in this capacity until 1965.

The building was recognized as a Texas Historical Landmark in 1966, as the only structure in the nation built, owned and operated by a local chapter of the WCTU. In 1972 ownership was turned over to Hemphill County and became the Hemphill County Library. In November the library was formally accepted as a member of the Texas Panhandle Library System.

An addition was made to the existing library space in 1980, doubling the size of the building. A meeting room and storage areas were added downstairs. An elevator was also added at this time. In 2008 the library moved to the City Auditorium, allowing the building to undergo a much needed major renovation. Once again the library expanded, moving the books for the youth downstairs turning the upstairs over to the adults and the younger children.

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Through the years the ladies of the WCTU and their families have been generous supporters of the library. They continued to pay the utilities and maintain the building in addition to helping with social functions until 1998 when the county assumed all upkeep. The local WCTU chapter disbanded in the 1970's. A foundation was formed which currently continues to host the annual bazaar and raises funds to purchase books for the library. In 2011 they held the 104th annual bazaar.

An active friends group was organized in 1983. Through book sales, they have helped the library with needed furniture and books as well as other projects. The community is proud of the library and supports it very generously and in many ways.

Most Important Library Statistics

The library is open 47.5 hours per week and has four full-time staff. In 2010, it had a collection of 37,859 items; circulation was 19,315. There were 22,263 library visits. The budget was \$252,522. The facility is 12,700 square feet and includes 2 meeting rooms.

Vision, Mission, Goals and Objectives

Vision Statement

The vision of Hemphill County Library is to provide professional and innovative library services in a welcoming atmosphere, improving quality of life of those it serves.

Mission Statement

The mission of Hemphill County Library is to serve as a center for the community, by providing friendly and professional service with a diverse collection of materials and online resources for all ages, meeting informational, educational and recreational needs of members of the community.

Goals and Objectives for the Library

Goal 1: A library that provides lifelong learning helps address the desire for self-directed personal growth and development opportunities.

Objectives for Goal 1:

The library will continue to entice children and teenagers to become life-long learners by continuing the annual summer reading program.

Provide an excellent collection of reading materials in various formats.

The library will continue to offer a pre-school story hour program for those toddlers who have celebrated their third birthday, maintaining an average of 30 attendees a week.

Goal 2: Residents will have access to a collection of current and popular materials that will enhance leisure time, stimulate thought and expand knowledge.

Objectives for Goal 2: A plan to maintain the currency of the collection will be implemented by the end of 2012

By FY 2013, the library will have expanded a/v (audio books and videos) by 10% - as budget allows

By 2011 a plan for homebound members of the community to have access to library materials delivered to their homes

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Goal 3: Residents of Hemphill County will have a dependable source of reliable information they need to make good decisions and to succeed as workers, students, and as members of their families and of the community.

Objectives for Goal 3:

The library staff will explore the possibilities of developing a web site that offers general information on resources, services and programs, through links to other web sites relevant to selected subjects, and on e-mail reference service. The library will offer quality online databases to the patrons

Goal 4: Residents of all ages will view the library as safe and welcoming with inviting spaces that are available to all citizens with easy access to library resources

Objectives for Goal 4: Periodically speak to community clubs and groups to encourage library usage, inform about services and programs, and obtain input for services and programs

Provide innovative programming meeting the needs of the community

Goals and Objectives for Outreach Program

In keeping with the library's first goal, "*provides lifelong learning*", the outreach program will conduct a workshop on e-reader technology. The objective of the workshop is to teach patrons how to access the collection of e-books available through the library.

Outreach Programs

Electronic readers are becoming a mainstay of our culture. Many of our patrons have purchased them. The library has a collection of e-books available. The workshop will introduce interested people and make owners more comfortable using emedia. The library will partner with Harrington Library Consortium's Lee Carter, TANG specialist. He will conduct two workshops on e-readers. The *Canadian Record* will provide column space for an article to promote the program.

Statement of need

The survey conducted by Hemphill County Library received 51 responses. 33 people indicated they had e-readers with 13 people wanting a workshop on the use of e-readers.

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

There are 2,597 registered borrowers.

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

People who want to use e-readers as a format to read books.

Estimated number of potential participants

Surveys returned indicate 33 people own e-readers with 13 asking for a workshop. The library expects there are more people seeking information on e-readers. It is expected to have 20-30 people attend the workshops.

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

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Men and women of all ages who currently own or plan to purchase electronic reader technology will attend. The afternoon workshop is scheduled for retirees or professional people to attend; an evening workshop will be held for working people.

List potential partners based on your assets assessment

The library will partner with Harrington Library Consortium and the TANG specialist. The *Canadian Record* will provide column space for an article on the workshop.

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

The library owns a NOOK and a Kindle e-reader for staff to be familiar with their use. The meeting room of the library will be used for the workshop. The library provides access to *OverDrive Downloadable eMedia* database. Wi-Fi access is available at the library.

Detailed Action Plan

Action Plan Goal(s):

1. Coordinate workshops.
2. Promote workshops.
3. Hold workshops.
4. Evaluate workshops.

Action Plan Objective(s):

The objectives of the plan are:

1. Contact potential partners.
2. Create and distribute promotional materials.
3. Prepare space for workshops.
4. Develop, administer, and analyze evaluations.

Action Plan Table

The table below list the step-by-step information needed for electronic reader workshops.

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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 11-21-11	30 minutes \$0 Materials-0 Personnel-1	1 master survey	Count #
Make copies of survey	Director By 11-23-11	45 minutes \$280.00 Materials-1400 sheets paper Personnel -1	1400 copies made	Count #
Distribute survey to local newspapers as an insert	Director and staff By 11-23-11	60 minutes \$70.00 Materials-0 Personnel-1	1400 surveys distributed	Count #
Collect surveys and compile	Director and staff By 12-15-11	2 hours \$0 Materials-0 Personnel-3	Count # return	Compile responses and decide project
E-Reader workshops with TANG specialist Lee Carter.	Director By 1-14-12	15 minutes \$0 Materials-0 Personnel-1	Contact Lee Carter to establish time for workshops	Count #
Create e-Reader workshop poster	Director By 1-19-12	30 minutes \$0 Materials-0 Personnel-1	1 master poster created	Count #
Copy e-Reader workshop poster	Director By 1-19-12	15 minutes \$2.40 Materials- 12 sheets of paper Personnel-1	12 copies made	Count #
Distribute poster	Director By 1-20-12	15 minutes \$0 Materials-tape Personnel-1	12 posters hung	Count #

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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?
Write article press release	Director By 1-20-12	30 minutes \$0 Materials-0 Personnel-1	Article submitted to media outlet	Count #
Copy handouts available on HLC home page for workshops	Library staff By 2-02-12	15 minutes \$18.00 Materials-paper Personnel-1	30 copies made	Count #
Distribute handout at workshops	Library staff By end of programs	10 minutes \$0 Materials-0 Personnel-1	Handouts distributed	Count #
Workshops on electronic readers; two programs 2:30 & 7:00	Lee Carter, TANG specialist 2-03-12	60 minutes \$0 Materials library owned e-Readers Personnel-1	20-30 people	Count #
Document programs	Library Staff By day of programs	30 minutes \$0 Materials-camera Personnel	Take pictures Evaluation sheet	Include photos and evaluation in report
Straighten room	Library Staff after each 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.

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APPENDIX: E-READER EVALUATION

Hemphill County Library
E-Reader Evaluation

Presenter: Lee Carter

Question	Yes	No
Do you currently own an e-Reader?		
Did you know the library has books available to loan for e-Readers?		
Will you borrow e-books?		
Did this workshop provide you information you did not have?		
If you do not have an e-Reader, are you apt to purchase one because of what you learned today.		

Comments:

Suggestions for other workshops: