KAUFMAN COUNTY LIBRARY COMMUNITY OUTREACH PLAN

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Introduction

The city of Kaufman is the county seat of Kaufman County. It is located 30 miles southeast of Dallas and only 40 minutes from downtown. Despite the county's incredible growth, the city of Kaufman still maintains its small town heritage by being flexible enough to meet the challenges of urbanism and still preserve its many historical aspects.

In 1848, Kaufman County was named after David S. Kaufman, a famous Texas patriot who served as one of the first Texas delegates to the House of Representatives. David S. Kaufman never visited Kaufman. Yet, it was decreed that the county seat be named Kaufman to honor him.

Historical, Current, and Future Roles of the Library

Historically, the Kaufman County Library has played several different roles, including a place for lifelong learning; free and equal access to information; community meeting place; and as a research center for local history and genealogy.

The library currently provides: reference and reader's advisory, materials in various formats, public computer access, and free wireless Internet access.

In the future, the library would like to continue its current roles and fill the roles of lifelong learning and of being a technology center.

Existing Programs

The Kaufman County Library offers many different programs to the community. These include regular story time for pre-school age children, summer reading programs for children ages 0-12, senior outreach for those in facilities or homebound, English as a Second Language, GED preparation tutoring, interlibrary loan, basic computer classes, and regular genealogy assistance.

Identified Needs

The Kaufman community is in need of attractions like a historical museum, recreation center, or community center. It would also benefit from better transportation between the rural communities and the city.

The library, as demonstrated by surveys and through observation, needs more public computers, a larger facility, and more staff to meet the demands of the community.

Identified Assets

The city of Kaufman is fortunate to have many assets, including a hospital, public parks, senior citizen center, assisted living centers, county extension office, fair grounds, food bank, and access to major highways. The Veteran's Memorial Park was dedicated in 2009 to honor Kaufman veterans from all wars. The park also serves as home to the largest replica of the Vietnam Wall in a permanent location.

The library's assets include a free-standing building with a meeting room with a maximum capacity of 120 people. The library has six public access computers and free wireless Internet access. There are three designated computers for children with educational games. The genealogy collection of local history has approximately 40 visitors per month from outside the county.

Thank You Statement
The Friends of the Library have been instrumental in supplementing the library's budget and advocating for and supporting the library. The Kaufman County Library is grateful for the continued assistance of the local federated women's group who were part of the library's founding in 1971, the Clover Club, who provides funds and supplies for children's programs. The library wishes to extend a particular thanks to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative
The City of Kaufman is the oldest community in the area of the "Three Forks" of the Trinity River that has been continuously inhabited. The "Three Forks" (West Fork, Elm Fork, and East Fork) region was known as a rich, fertile area that served as an Indian hunting ground. At the end the 1830s, the area contained the largest Indian village east of the Brazos River.

What makes Kaufman so unique is that it is one of the last four lane divided highways out of Dallas that is not completely built out. Kaufman is still surrounded by mini-ranches, working agricultural land, and rural estate living. The city has over 14 historical markers. Some annual festivals include a Historical Ghost Walk with re-enactments of prominent Kaufman people from the past; Archeology and Living History Fair; Christmas on the Square, and a Scarecrow Festival.

This community of 7,000 employs over 4,000 people. The county and school district are two of the largest employers. Half of Kaufman residents commute into the city for their work, and over half of the daytime employment commutes in from the surrounding area. Trinity Valley Community College located in Athens, Texas, operates its Health Science Center in Kaufman. The Star Trolley, operated by the Chamber of Commerce, provides reasonable transportation to various locations throughout the city.

Main Geographic Features
Community Features
Assets and Challenges
Kaufman County is fortunate to have several geographic assets, including Kings Creek and a vast amount of cropland and cattle ranches. Its proximity to Dallas allows it to stay a rural community but still enjoy the amenities of a big city.

Although Kaufman is only 30 miles from Dallas, public transportation to and from the city is a geographic challenge. Local job opportunities are limited in Kaufman.

<u>Library Features</u>
Assets and Challenges
The library is well-situated, being close to the middle school, high school, children's shelter, Kaufman County Poor Farm, and Veterans' Memorial Park.

The geographic challenge the library faces is that it is located on a street (farm to market road) with no sidewalks.

Community Demographics
The city of Kaufman was designated as a Certified Retirement Community in 2011. Kaufman is the county seat of Kaufman County and is the third fastest growing county in North Texas. The city of Kaufman has a population of 8,058 with 71.4 percent white, 9.8 percent black, and 32.6 percent Hispanic. 68.9 percent of residents are high school graduates, and 25.8 have a bachelor's degree. The median household income is $36,569, and the median drive time to work is 27 minutes.

Library Profile Narrative
In April 1969, the members of the Clover Club, a Texas Federated Club, decided that the youth and adults of the area needed a library for research and reading. They enlisted the aid of other organizations and formed a county library. The library was officially created in January of 1970.

Morgan and Shumpert, a law firm, allowed the newly formed library to use one of its buildings free for one year. After one year, rent would be $100.00 per month with the money returned to the library to purchase books. Carpentry work on the building was free as well as painting, carpet, and many other items. The Boy Scouts helped by having a book drive. They collected old and new books from all who wished to donate to the newly formed library. School children from the county schools helped place the books on the shelves.

By 1990, the little storefront library on the Square was no longer adequate. The Library Board embarked on a building program for a new library building to be located on 2.5 acres across from the Kaufman Schools. Since no Kaufman County tax funds were available for a new library, the board applied for a federal grant of $200,000, and the Friends of the Kaufman County Library raised private funds resulting in $618,000 for a new facility. The new library was dedicated September 30, 1990.

Most Important Library Statistics
The Kaufman County Library provides services to all of Kaufman County and surrounding areas. The library's service area population is 15,611, which includes the most rural part of Kaufman County. The library has 11,322 registered borrowers who circulated over 70,000 items in 2011. The library has approximately 37,000 items in its collection. Patrons have access to 59 online databases.

Vision, Mission, Goals and Objectives
Vision Statement
The Kaufman County Library strives to balance traditional library services with current information technologies to meet the needs and interests of its diverse community.

Mission Statement
The mission of the Kaufman County Library is to provide and promote equal access to the resources and services of the library to meet the informational, educational, and cultural needs of the community. The library seeks to encourage reading and the use of current technology for life-long learning and the enhancement of the individual's quality of life.

Goals and Objectives for the Library
GOAL I. Provide library services, facilities, equipment, and materials that reflect and meet the needs and desires of the community.

Objectives and Activities

a. Provide prompt circulation services including: courteous check-in and checkout of materials and timely notification of overdue items and reserves.
b. Assure adequate staffing to introduce patrons to new technologies, online services and products, and to lead library technology classes for the public.
c. Assure that staff has adequate training to learn new procedures and technologies.
d. Select materials to support the library's mission.
e. Increase funding for purchase of library materials.
f. Improve access to materials by re-organizing as necessary, improved accuracy in shelving of materials, and improved signage and finding aids.
g. Review Collection Development Policies at least once within five years; revise as required.
h. Review other public service related policies at least once within five years; revise as required.
i. Monitor monthly and annually services which lend themselves to statistical evaluation: circulation, cataloging, discards, reference, patron count, computer usage and related measuring devices as defined by Texas State Library Standards for Libraries.
j. Monitor the needs of our clientele through patrons' suggestions & interviews, circulation, lists of books that have not circulated in an appropriate length of time, surveys, regular reserve list reviews, attention to community transitions, review of census data, and dialogue with local organizations.
k. Address the need for space for expanded computer access, a teen area, and meeting/programming space requirements.
l. At least once within five years, review all policies and procedures related to patron behavior, order, safety, and security.

GOAL II. Ensure that physical facilities and equipment are well maintained in order to provide an accessible, safe, comfortable, and attractive environment for patrons and staff.

Objectives and Activities
a. Schedule inspections of fire extinguishers, fire alarm system, and security system.
b. Prioritize needed improvements and modifications in order to complete them in as timely a manner as financial resources allow.
c. Complete an inventory of maintenance equipment and tools and develop a schedule for replacement.

d. Maintain an annually updated Capital Improvements List and Needs List (for more modest needs) in response to requirements identified above.
e. Seek funding for capital needs.
f. Monitor the library's compliance with the Americans with Disabilities Act (ADA) and seek funding for additional modifications and equipment, as necessary.

GOAL III. Actively pursue technologies that assist the library in its mission to meet the informational, educational, and cultural needs of area residents.

Objectives and Activities Related to Public Services

a. Provide an appropriate number of computers accessing the Internet, online catalog, and databases for all patrons based on demand.
b. Aggressively distribute and explain to each online computer user the library's Internet Access Policy with Rules of Use, Rules of Behavior.
c. Ensure that patrons who desire access to a computer are able to do so with minimum waiting.
d. Maintain public computers with current versions of office productivity software while remaining alert to patron demand for new software products.
e. Maintain public wireless network within library building.
f. Maintain Internet access for public computers as needed.
g. Analyze use and content of library's web site, and update as necessary to meet public needs.
h. Review and revise Internet Access Policy and other electronic services-related policies and procedures as required.

GOAL IV. Ensure that library staff work as a team to provide services to area residents and that they have the skills to provide these services.

Objectives and Activities

a. Establish technology competencies for all staff. Perform regular needs assessments for staff based on these competencies as a guide to planning appropriate staff training.
b. Ensure adequate staffing in order to carry out library objectives and activities.
c. Ensure that staff has adequate time and training to learn new procedures and software.

GOAL V. Ensure that the community is aware of the library's services, special programs, classes, and events.

Objectives and Activities

a. Prepare periodic library newsletters, in addition to the annual reports that are distributed to governmental officials, library organization members, media, and general public.
b. Offer special programs and events for all ages.
c. Notify media of all special programs and events.

d. Notify the public about library happenings using mailings, email, library web sites, and other electronic means.
e. Provide to each new cardholder, and others as requested, brochures that detail library services and facilities, conditions of loans, fines, and other services related to public policies.
f. Participate in community-wide events and festivals as staff time and funds permit.
g. Promote the library's services by speaking to community organizations, schools, and other entities.
h. Maintain and regularly update the library's web site.

GOAL VI. Enhance existing and develop new collaborations to become active partners with community groups and populations.

Objectives and Activities

a. Encourage staff participation in community groups as time permits.
b. Work with the Chamber of Commerce to include the library in the directory of local community groups, clubs, and organizations.

GOAL VII. Develop a comprehensive promotions initiative for the library's materials, services, and programs.

Objectives and Activities

a. Develop a signage standard to provide concise, consistent, attractive signs throughout the library.
b. Improve signage throughout the library to better address patrons' most frequently asked questions.
c. Utilize expertise of all staff and volunteers to create attractive, varied displays based on library materials.

GOAL VIII. As support to all Goals, secure sufficient funding to enable the library to carry out its mission.

Objectives and Activities

a. Meet at least quarterly with officials regarding the library's budgetary requirements.
b. Work with the city of Kaufman, encouraging them to continue support of the library.
c. Apply annually for grants from local and regional foundations to fund special needs.

CHILDREN'S SERVICES

GOAL I. Provide a variety of programs, services, and collections to meet the personal, educational, and cultural needs of children, their caregivers and families, with special emphasis on promoting reading.

Objectives and Activities

> a. Acquire, maintain in good condition, and replace where appropriate, relevant, appealing, and current books, audio visual materials, magazines, computer software and other appropriate formats for pre-school and school-aged children, and their caregivers and families.
> b. Regularly weed outdated, damaged, and long un-circulated materials.
> c. Seek to increase circulation of materials by 10% overall each year.
> d. Maintain appropriate number of computers with relevant software (word processing, spreadsheets, etc.)
> e. Organize and display materials in the most attractive, efficient, and effective order possible for the greatest use.
> f. Promote special collections and materials with regular press releases, email announcements, displays, and bibliographies.
> g. Maintain the schedule of pre-school and toddler story time to promote reading and to meet the demands of the community.
> h. Plan and implement an expanded Summer Reading Program for pre-school and school age children, including special programs, prizes for readers, and a concluding party.

Goals and Objectives for Outreach Program
In keeping with the library's Goals #3 and 5 to "actively pursue technologies that assist the library in its mission and provide special programs to the public", it will implement an outreach program to teach patrons how to use the library's free e-books.

Outreach Programs
The Kaufman County Library will offer classes on e-book instruction at the library, which will teach basic instructions to patrons who want to use the library's e-books. The librarian and volunteers will teach classes on searching and how to checkout and check in e-books through Overdrive, the library's e-book vendor. Because many patrons already have devices that have e-book capabilities, the classes will focus on access through Overdrive.

Statement of need
The library surveyed 155 people, including staff, volunteers, community leaders, and the general public. Of the respondents, 56 indicated they would like e-book instruction.

Description of the larger audience or target group the library wants to reach
The library wants to reach those residents who have an e-reader. According to the library's survey, there are currently 124 library patrons who have e-readers.

Description of the specific segment of the target group the proposed program will serve
The library will be targeting all Kaufman County residents who have e-book devices who would like to access the library's free e-books.

Estimated number of potential participants
In order to make for a more manageable teaching environment, participation will be limited to ten students. From the surveys, an estimated total of 50 people are expected to attend the classes offered.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
Past programming scheduled on Tuesday mornings has been well attended by adult residents. The target audience lives within 20-25 miles of the library. The classes will take place on Tuesday mornings in the month of August.

List potential partners based on your assets assessment
Potential partners include the NETLS Consortium, Friends of the Library members, *The Kaufman Herald* local newspaper, newspapers of surrounding cities, local businesses, and local service organizations.

List available library resources that could contribute to the success of the program
The library's resources that will contribute to the success of its computer instruction program include its community room, wireless Internet, laptop with projection screen, staff members and volunteers, and print resources and tutorials from Overdrive.

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 Overdrive liaison to develop and present a workshop on e-book instruction.
2. Develop partnerships with local businesses and service organizations by distributing information on the library's upcoming program so they will endorse and promote the program.
3. Implement a workshop in the library for library patrons with e-book devices.
4. Distribute post-workshop surveys and evaluate results.

Kaufman County Library Community Outreach Plan

Action Plan Table
The table below gives the library's action plan for its e-reader assistance workshop.

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?
Purchase a Kindle Fire or Nook Tablet for the library	Librarian and Library Foundation June 15, 2012	Time-20 minutes Money -$199 Materials-none Personnel-1	Kindle or Nook purchased and received	Count e-reader purchased
Contact Overdrive for information on tutorials	Librarian by June 15, 2012	Time-20 minutes Money–none Materials–none Personnel-1	Overdrive contacted	Count contact made
Contact NETLS Consortium Overdrive Liaison for training materials and possible instructors	Librarian by June 15, 2012	Time-20 minutes Money–none Materials-none Personnel-1	NETLS Consortium contacted	Count contact made
Confirm program dates	Librarian by June 29, 2012	Time–10 minutes Money-none Materials–none Personnel-1	3 program dates confirmed	Count program dates confirmed
Put program on library calendar and website	Librarian by June 29, 2012	Time-15 min. Money-none Materials–none Personnel-1	Information posted on library calendar and website	Count program added to calendar and website
Create 50 promotional flyers	Librarian by June 29, 2012	Time-1 hr. Money - $20 Materials –Paper Personnel-1	50 copies made	Count # of copies
Make copies of training materials for attendees	Librarian by July 6, 2012	Time-30 minutes Money-$20 Materials-paper Personnel-1	50 copies of training materials	Count # of copies
Post program information at library and local businesses and organizations	Librarian by July 6, 2012	Time – 3 hrs. Money-none Materials–none Personnel-1	10 posters distributed	Count # of posters distributed

Kaufman County Library Community Outreach Plan

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?
Set up laptop and projector in the meeting room	Librarian by August 7, 14, 21	Time – 20 minutes Money – none Materials -none Personnel - 1	Setup done before program	Count laptop and projector set-up
Present programs at the library	Librarian and Volunteers by August 30, 2012	Time- 3 hours Money –none Materials- Handouts Personnel-1	3 programs presented	Count programs; count attendees
Administer evaluation at each workshop	Librarian by August 30, 2012	Time-10 min. Money-none Materials–none Personnel-1	3 programs; 30 evaluations administered	Count programs; count evaluations
Gather statistics and success stories	Librarian by September 5, 2012	Time-1 hour Money-none Materials-none Personnel-1	Count attendees; compile evaluations	Analyze evaluations; write report; send results to PEARL office

APPENDIX: EVALUATION FORM

Kaufman County Library E-book Instruction

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
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 downloading and reading e-books on my e-reader.			
Feel more connected to the community.			

Additional comments on the program:

_____

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