

# COMMUNITY OUTREACH PLAN FOR THE KENT COUNTY PUBLIC LIBRARY



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**TABLE OF CONTENTS**

<b>Introduction</b>	<b>3</b>
<b>Community Profile Narrative</b>	<b>4</b>
<b>Library Profile Narrative</b>	<b>5</b>
<b>Library Vision, Mission, Goals and Objectives</b>	<b>6</b>
<b>Outreach Program</b>	<b>7</b>
<b>Detailed Action Plan</b>	<b>8</b>

## Outreach Plan

### Introduction

The town of Jayton is the county seat of Kent County, Texas. It is located on State Highway 70. The county is bounded on the north by Dickens County, on the west by Garza County, on the east by Stonewall County, and on the south by Scurry and Fisher counties. It is designated as part of the Texas Plains Trail Region by the Texas Historical Commission & the Texas Heritage Trails Program.

Jayton was originally named Jay Flat after the Jay family and was two miles northwest of the present site. The town was incorporated in 1910. Putoff Canyon, three miles west of town attracted the attention of author Zane Grey who used it as the setting for his novel, *The Thundering Herd*. Comanche Indians and herds of wild mustangs roamed the area prior to settlers making homesteads.

Kent County, established in 1876, is named for Andrew Kent, one of the "Immortal 32" who died at the Alamo. Kent County was organized in 1892 with Clairemont as the county seat. Jayton was founded in 1909 after the railroad built a line across the county's northeast corner. Jayton became the county seat in 1954 after a two-year political struggle with Clairemont.

### *Historical, Current, and Future Roles of the Library*

Historically and currently, the library is a place for free and equal access to information, a community meeting place, and is a center for lifelong learning. It provides educational and recreational reading materials including current topics and titles and local history and genealogy. It provides research assistance to everyone. The library intends to continue these roles in the future.

### *Existing Programs*

The library has weekly story time for pre-school aged children. It has summer reading programs for elementary aged children. It helps provide reading materials for homeschooled children. The library is a place for exam proctoring for members of the community. It provides inter-library loan services and access to Tex-Share databases.

### *Identified Needs*

The community needs an economic development plan to bring in more business and people.

The library needs more physical space. There is a need for more programs for people in the community especially ones dealing with technology such as computers, cell phones, and music devices.

### *Identified Assets*

Assets of the community include: cattle ranches, farmland, oil fields, public swimming pool, small county airport, county golf course, tennis courts, public park, K-12 public school, city hall, county courthouse, health clinic, children's group foster home, senior citizens center, cotton gin, post office, community center, fire station, grocery store, RV park, nursing home, sheriff's

## Kent County Library Community Outreach Plan

office, and county extension office. The Farmer's Coop operates a gin, small store, and gas pump for farming and ranching needs. Other businesses include a Chevrolet dealership and lumber yard

The library currently has 3 stand alone computers for public access and 8 laptops with Wi-Fi access. Caprock Telephone Cooperative provides service through a DSL line.

### *Thank You Statement*

The library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL (Promoting and Enhancing the Advancement of Rural Libraries) program and for including the Kent County Library in the project.

### **Community Profile Narrative**

Kent County is a rural farming and ranching community. Hunting has become big business in recent years with an abundance of wildlife in the area. Local farmers grow cotton, wheat, and hay grazer. Major employers include Jayton-Girard ISD, Kent County, and OXY, Inc. Oil and gas production contribute to the economy of the county. Occidental Petroleum, or OXY, has a major CO<sub>2</sub>, or gas plant, in the county. There are several oil fields in the area. Lake Alan Henry provides opportunities for boating, fishing, hiking, and camping.

Jayton-Girard ISD is the only school in the county. It has classes for pre-kindergarten through 12<sup>th</sup> grade. Sammy Baugh Children's Home, a licensed, foster care unit, is also located within the town and may have as many as 12 children at any time.

The county has a 60 bed nursing home with an attached health clinic. Health professionals are there half days, five days a week, for minor health needs.

Five churches are within the city limits of Jayton and are an integral part of the community. More than 86% of the community is affiliated with one of the church congregations. The Baptist Church has meals and activities for kids and youth on a weekly basis. The churches organize Vacation Bible School every summer. Volunteers distribute food to the needy through the Bruce Long Food Pantry.

### *Main Geographic Features*

The county comprises 902 square miles of rolling plains. The soils are sand and sandy loam; the elevation is 1900 to 2400 feet, and the average annual rainfall is 20.75 inches. The Salt and Double Mountain forks of the Brazos River drain the county. The eastern section of Lake Alan Henry is on the western side of Kent County. It was built by the City of Lubbock as a reservoir for city water.

### Community Features

#### *Assets and Challenges*

The community geographic assets include a public swimming pool, tennis courts, a public park, an RV park, and a golf course.

## Kent County Library Community Outreach Plan

A geographic challenge for the community is the distance to an urban area.

### Library Features

#### *Assets and Challenges*

A geographic asset of the library is that it is centrally located to the main business area of town and across the street from the courthouse. It is both an asset and a challenge that the library is housed in the same building as the community center where the senior citizens cook and serve meals four days a week.

A geographic challenge is that the school is not within walking distance of the library

#### *Community Demographics*

The 2010 county population was 808 people, a 5.9% drop since 2000. Five hundred thirty four of those people resided in Jayton. More than 93% of the people of the county are white, 1% black, and close to 15% Hispanic. 13% speak a language other than English at home. More than 86% of the population have a high school diploma and 18% have a college bachelor's degree or higher. There are 59 people who are veterans of war. Nearly 51% of the population is female. Close to 26% are over 65 years of age; 21% are children. The home ownership rate is 77%, and the median value of homes is \$57,000. The median household income in 2009 was \$37, 593. 12% are living below the poverty level. Unemployment in Kent County was at 6.9% in April, 2010, compared to a state level of 8.1%.

### **Library Profile Narrative**

The Kent County Library began its service to the community and county in 1961. It replaced the bookmobile service provided for the tri-counties of Floyd, Crosby, and Kent. The library officially opened to the public on January 21, 1961. It was located on the second floor of the Kent County Courthouse. It was moved to a new building at 156 W. 4<sup>th</sup> Street and reopened on January 3, 1972. The library shares the building with the Kent County Community Center. A library board was organized at the time the library was established. The library was designated a Community Library on April 25, 1977 at a special meeting of the Kent County Commissioners' court. Kent County Library was accepted for membership in the Big Country Library System in 1977. The library went from being open for 20 hours to 40 hours a week in the fall of 1995.

The library has a weekly story time during the school year for pre-school children aged 3 years and up. The library also has an average of 3 programs with hired presenters for the children's summer reading program.

The library's computers are used on a daily basis by people in the community. This technology center is also used by travelers passing through town. Jayton is on an unpublished bike path across the country. Several bicyclists pass through town annually and use the library as they make their way across the United States.

#### *Most Important Library Statistics*

The library has 756 registered borrowers. The library has a collection of 21,396 items and had 7,144 circulation transactions for 2010. More than half of those were by youth and children. The

## Kent County Library Community Outreach Plan

transactions by this group included books that the library has on loan to Jayton-Girard ISD. 178 people attended story time and summer reading programs last year.

The physical space of the library is 1,600 square feet. The library is open Monday through Friday from 9:00 A.M. until 5:00 P.M.

### **Vision, Mission, Goals and Objectives**

#### *Vision Statement*

The Kent County Library is an information center providing access for life-long learning for all residents.

#### *Mission Statement*

The mission of the Kent County Library is to provide quality materials and services which fulfill educational, informational, cultural, and recreational needs of the entire community through the provision of an organized collection of print, multimedia, and electronic resources in an atmosphere that is welcoming, respectful, and businesslike. The library shall provide all citizens the opportunity and resources for lifelong learning.

#### *Goals and Objectives for the Library*

Goal 1: Kent County Library shall enhance library services.

##### Objectives:

A. The total collection shall be assessed to ensure that materials are relevant & appropriate for the use of the community.

1. Major weeding will be done by library staff.
2. New materials will be ordered as needed to strengthen the collection.

B. The large print collection shall be enlarged to accommodate the senior citizens of the community.

1. Since physical space is an issue, the current large print materials will be weeded by library staff to allow for newer materials.
2. Other library materials will be weeded by library staff to make room for more large print materials.
3. More current titles of popular authors will be added to the large print collection.

Goal 2: Kent County Library will share resources with Jayton-Girard ISD.

##### Objectives:

A. The library will promote Accelerated Reader books within its collection.

1. Library staff will go through entire juvenile collection and picture books to search for AR titles.
2. Library staff will mark the books with AR stickers, levels, and points.
3. School will be notified of AR books owned by county library.

B. The library will rotate collections with the Jayton Elementary & Jayton High School libraries.

1. Collections of Accelerated Reader books will be loaned to the school libraries and circulated to the students.

C. The library will provide electronic database availability for research and homework help.

## Kent County Library Community Outreach Plan

1. Students will be provided access to Tex Share databases and other resources at the library after school hours.
  2. Well-trained library staff will be available for help.
- D. The library will locate and deliver books to teachers for thematic units.
1. Library staff will develop and maintain good relations with school staff and help & support them in their teaching endeavors.
  2. Library staff will maintain email & phone correspondence with teachers relating to their individual class needs.
  3. Library staff will obtain necessary book resources from county library collection, inter-library loan, or from the purchasing of new materials.
- Goal 3: Kent County Library will maintain and improve technology.
- Objectives:
- A. The library will keep computer systems & software current with technology.
1. Library staff will stay abreast of technology trends through BCLS technical assistance personnel.
  2. Library staff will apply for appropriate technology grants.
- B. Older model computers will be replaced or updated.
- C. Computer workshops for the public will be provided as needed.
1. Library staff will canvass patrons for the need & desire of basic skills & advanced workshops in Microsoft Word, internet, email, research skills, Microsoft PowerPoint, digital cameras, photo-imaging software, Microsoft Publisher, Microsoft Excel, and TexShare databases.
  2. Library staff will prepare & teach workshops during library hours and/or after hours.
- D. A website for the library will be established and maintained.

### *Goals and Objectives for Outreach Program*

As part of goal 3, objective C, the library will provide a social networking workshop designed for senior citizens. The objective of the program is to offer a basic workshop on social networking that includes e-mail, Facebook, and Skype.

### **Outreach Programs**

The Kent County Library plans to offer a basic workshop on social networking to include the topics of e-mail, Facebook, and Skype. Technology can sometimes be overwhelming, especially for senior citizens. While many have computers at home, they tend to have the least amount of computer skills. The Kent County Library has provided computer workshops in the past, but none have focused on social networking. By providing the skills necessary to socially interact with friends and family who they do not see on a daily basis, the library will be enhancing their quality of life.

Anyone may attend the workshop, but the targeted audience is the senior citizen group. Participants will leave with an e-mail account, a Facebook page, and if interested, a Skype account. Additional workshops will be scheduled as needed. It will be a hands-on workshop. If any of the participants do not have a laptop, one will be provided for his or her use.

### *Statement of need*

Library staff has received numerous requests for help with and information on e-mail, Facebook and Skype. The majority have come from senior citizens.

## Kent County Library Community Outreach Plan

*Description of the larger audience or target group the library wants to reach*  
Senior citizens comprise over 25% of the population in Kent County.

*Description of the specific segment of the target group the proposed program will serve*  
There is a senior citizen group in Jayton. There are approximately 40 people who regularly attend senior citizen functions. This is the group the library wants to reach.

*Estimated number of potential participants*  
The library has 8 laptop computers. Each class will be limited to this number.

*Description of the characteristics of the audience*  
Anyone may attend this workshop, but the targeted audience is the senior citizen group. The workshop will take place on a Tuesday afternoon from 2-4 PM. The Kent County Community Center adjoins the library; the workshop will be held there. Transportation to and from the workshop will not be provided.

*List potential partners based on your assets assessment*  
The senior citizens group is a partner for the project.

*List available library resources that could contribute to the success of the program*  
The library has 8 laptops and staff who can teach the workshop.

### **Detailed Action Plan**

#### *Action Plan Goal(s):*

The goal of the action plan is to:

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

The objectives of the plan are:

1. Contact potential partners.
2. Create and distribute promotional materials.
3. Hold the workshops
4. Develop, administer, and analyze evaluations.

#### *Action Plan Table*

The table below gives the detailed steps for the social networking workshops.



## Kent County Library Community Outreach Plan

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?
Make survey to determine need	Director By July 2011	15 min; \$0 materials-0 1 person	1 Master survey made	Count #
Make copies of survey	Director By July 2011	15 min; \$0; material-100 sheets of paper; 1 person	100 copies made	Count #
Distribute survey to commissioners, patrons, senior citizens	Staff By Aug 2011	30 min; \$0 materials-0 2 people	100 surveys distributed	Count #
Gather surveys and compile	Director By Sept 2011	30 min; \$0 materials-0 1 person	Count # returned	Compile responses Decide project
Contact the senior citizen director	Director By Sept 2011	30 min; \$0 materials-0 1 person	1 Senior citizen director contacted	Count #
Create workshop flyer	Director By Sept 2011	30 min; \$0 materials-0 1 person	Master made	Count #
Make flyer copies	Director By Sept 2011	30 min; \$0 materials-20 sheets of paper 1 person	20 flyers made	Count #
Write press release & submit to newspaper	Director By Oct 31, 2011	1/2 hour; \$0 materials-0 1 person	Article will be submitted to paper	Article will be printed in local paper
Explain workshop to senior citizens group before weekly meal & invite them to participate	Director By Nov 1, 2011	15 min; \$0 materials-20 flyers 1 person	20 flyers distributed	Count #
Prepare lesson and handouts on basic e-mail, Skype, & Facebook	Director By Nov 4, 2011	1 hour; \$0 materials-10 sheets of paper 1 person	Master set of handouts created	Count #
Make copies of handouts	Library Director By Nov 4	1 hour; \$0 materials-50 sheets of paper 1 person	10 copies of handout ready to be distributed	Count #

## Kent County Library Community Outreach Plan

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?
Make poster	Director By Nov 1, 2011	1 hour; \$0 materials-1 sheets paper 1 person	posters created	Count #
Copy poster	Director By Nov 1, 2011	1 hour; \$0 materials-8 sheets paper 1 person	8 posters will be created	Count #
Post posters around town	Director By Nov 1, 2011	1 hour; \$0 aterials-8 posters 1 person	8 posters will be distributed	Count #
Create pre-activity & post-activity evaluations	Director By Nov 3, 2011	1/2 hour; \$0 materials-10 sheets paper 1 person	Evaluation created	Count #
Copy evaluations	Director By Nov 3, 2011	1/2 hour; \$0 materials-10 sheets paper 1 person	10 copies of pre- activity & post- activity evaluations will be created.	Count #
Teach workshop	Director By Nov 8, 2011	2 hours; \$0 Handout created for lesson 1 person	8 or more people will attend workshop	Count # of participants
Administer evaluations	Director By Nov 8; at the end of program	15 min; \$0; materials- evaluations created 1 person	Count evaluations	Compile evaluations
Gather statistics and success stories	Director By Nov 30	1 hour; \$0 materials-0 1 person	Statistics and success stories collected	Compile and analyze statistics and stories
Prepare report and send to PEARL office	Library Director By Dec 9	1 hour; \$0 materials-0 1 person	Report written	Report submitted