LAMB COUNTY LIBRARY COMMUNITY OUTREACH PLAN

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COLLEGE of INFORMATION
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Introduction

Lamb County is located in West Texas below the Panhandle region about 35 miles from the New Mexico border and approximately 90 miles southwest of Amarillo. Littlefield with a population of 6,507 is the county seat of Lamb County and is on Highway 84 and Farm 54. Lamb County is a rural community with 8 towns and in 2000 the population was 14,709. Lamb County was named for George A. Lamb, who died in the Battle of San Jacinto. The town of Littlefield was named for George W. Littlefield who donated the land the town was settled on. The main businesses are cotton farming and dairies, and the major employer is the American Cotton Growers Denim Mill.
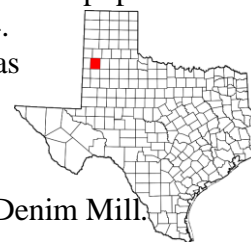
Historical, Current, and Future Roles for the Library

Historically the library served as a gathering place and provider of recreational and educational materials. The Lamb County Library's role in the community today is to: provide it's patron with the tools to improve their lives; help them stay connected with an ever changing world; teach them to navigate through the digital world of paperless online job applications; assist them in updating resumes; help them apply for permits necessary for them to run a business; provide entertainment, and life-long learning with the materials and resources the library has to offer. In the future the library would like to reach out to the Senior citizens and homebound in the community.

Existing Programs

The library currently offers the following programs: Saturday computer classes; Tuesday story times; Summer Reading Program and on demand special reading programs for school groups.

Identified Needs

The community needs identified include: more employment opportunities are needed; stronger workforce center presence; skills development opportunities for local residents, and economic development to draw in more businesses. A challenge the community has is the closing of some of the local dairy farms and the high turn-over at the Denim plant. Due to the lack of jobs, many residents must travel to Lubbock (about 35 miles one way) or Levelland (25 miles one way) to work.

Needs identified for the library includes: additional staff training on technology; computer program updating; prioritizing our tasks and activities to be able to finish those that are most important, and find ways to get teenagers more involved with the library.

Identified Assets

Identified assets for the community includes: hospital and health clinic; pharmacies; Senior Citizen Center; independent school district with an elementary, middle, junior high, and high school; daycare centers and Head Start; world's tallest windmill; home of Waylon Jennings; dairy farms; farmland; community center with outdoor bandstand; baseball/softball complex; 3 public parks; Chamber of Commerce; golf course; Fire Department; Police Station; City Hall; soccer field; women's softball team in high school; Lamb County Courthouse; Lamb County

Veterans Memorial; assisted living center and nursing home; low income housing; a number of churches; various civic organizations such as Rotary, Lion's Club, and a number of women's clubs; local newspaper; radio station; historical buildings and sites, and the Duggan House Museum.

The library assets include: a good number of public accessible computers and a staff that are technology savvy. At least one person on the staff has the following ability or skill: involved in community groups and organizations; good management skills; grant writing experience; good people skills; advocate for free and equal access to information; bi-lingual, and able to manage detailed projects. The staff in general: share knowledge and resources; encourage feedback; provide responsive service by listening to library users; are knowledgeable, friendly, and helpful; promote love of reading for all life stages/ages; provide career and workforce development assistance; maintain confidentiality of library user records, and communicate openly with each other. There is a local volunteer genealogist who is available to help patrons with genealogy related questions.

The library would like to thank the Lamb County Commissioners, County Judge, Library Advisory Board, Friends of the Library, library patrons, and local businesses for their continued support.

Community Profile Narrative
The community of Littlefield is family oriented with many activities for children. Residents are very supportive of local school, church, and sporting events at all levels. A number of the churches have seasonal events for children and their families such as vacation Bible school and fall festivals. There are boxing, counseling, and work programs for at risk children. There are a number of soccer and baseball leagues for children.

Littlefield has various annual events including: XIT Arts & Heritage Bluegrass Festival; Juneteenth Festival; 4th of July Festival; Halloween Downtown Festival; Christmas Home & Lights Tour, and an annual stock show.

Main Geographic Features
Community Features
Assets and Challenges
The geographical features that are assets for the community include: land suitable for farming (cotton primarily) and dairies.

Challenges for the community include: sandstorms, brushfires, and the lack of other geographical features such as lakes, rivers or streams.

Library Features
Assets and Challenges
The location of the library is a major geographical asset. It is in the center of downtown and easy to find. Surrounding the library is a nice yard with flower gardens of primarily tulips, roses, irises, and a variety of other plants. It is a popular spot for wedding photos. The gardens are maintained by volunteers.

A challenge for the library is that the front doors are no longer used in the library. Originally the building was a Post Office with steps leading up to the front entrance. Because the front entrance was not handicap accessible, the front doors are locked and the back entrance, which has a ramp, is used as the main entrance.

Community Demographics
The population of Lamb County is 13,162 as of 2009. The racial makeup of the county in 2009 was: 50.7% Hispanic or Latino; 43.4% White; 5.1% Black or African American; 1.6% Native American; 0.3% Asian and 0.1% Pacific Islander. 35.3% speak a language other than English. 63.7% graduated from high school with 11.1% having a bachelor's degree. 8.3% of the population is under 5; 28.5% over 18 and 16.7% 65 or older. The median household income was $35,137 in 2008.

Library Profile Narrative
The Library was established by the "Afternoon Club" in 1913 and was originally housed in the Presbyterian Church. When the Lamb County Courthouse was built the library moved into space in the basement. In 2006 the Library was moved to the rejuvenated Post Office which had been abandoned when the new Post office was built in 1993.

The Police Station is across the street on the west from the library, the Lamb County Courthouse to the south, and the First Baptist Church is across the street to the east. The MAC Center at the First Baptist Church is a popular place for children to play basketball and other games.

The library has existing partnerships with the Gingerbread House daycare and the Little Steps Head Start. The library provides story time programs for children in the daycare and Head Start.

Most Important Library Statistics
The library has a staff of 2.5 full time equivalents. It has 5,024 cardholders with 44,070 library visits for fiscal year 2009-2010. The library has a collection of 11,500 titles with a circulation of 55,310. 23,686 questions were answered and 675 items were borrowed through inter-library loan during that period. There were 23,535 computer uses by patrons for a total of over 17,079 hours of computer use. The library is open 46 hours a week.

Vision, Mission, Goals and Objectives
Vision Statement
The library will encourage patrons to accept our help in finding a way to overcome the hardships they face in this troubled and uncertain world.

Mission Statement
The library will provide materials and equipment to improve our patron's quality of life, to help them keep in touch with the world around them, to entertain them, and to assist them in life-long learning.

Goals and Objectives for the Library
Goal 1: To provide a library where our patrons can feel comfortable and welcome.

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Objectives:
1. Staff will be friendly and welcoming.
2. Staff will be helpful and encouraging.

Goal 2: To communicate to our community and patrons that the library staff will strive to provide them with the help they need to accomplish their goals.
Objectives:
1. Post library event and program information on the library's website.
2. Create and provide flyers, brochures, and bookmarks with relevant information.
3. Provide press releases and articles to the newspaper on library related topics.

Goal 3: To provide educational and recreational programs.
Objectives:
1. Have weekly story time program.
2. Have weekly computer classes.
3. Have annual summer reading program.

Goals and Objectives for the Outreach Program
Goal: The goal of the outreach program is to help fulfill the library's mission "to assist patrons' in life-long learning" by providing computer based resume writing classes for patrons aged 50 and over

Objectives: The objective of the outreach program is to help citizens over 50 learn how to use the computer and computer software to write a resume.

Outreach Program
The library outreach program targets people over 50 with limited computer skills who need to create a resume. Many have been displaced in the job market or are returning to the job market.

Statement of need
Over the past 4 months, the library has assisted approximately 100 adults with requests for help creating a resume, completing online job applications, and sending job application related e-mails. The library sees a need for computer classes that can help older patrons create resumes using word processing software.

Description of the larger audience or target group the library wants to reach
The library would like to target adults 50 or older living in Lamb County.

Description of the specific segment of the target group the proposed program will serve
The specific segment targeted is adults 50 or older who have limited computer skills and a need to create a resume to enter or re-enter the job market.

Estimated number of potential participants
Each program will be limited to 10 participants; this is based on the number of computers available for the program. The total number of anticipated participants is 20.

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Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
Participants will be men and women aged 50 or older living in Lamb County. It is anticipated they will provide their own transportation to the library. The programs will be held two consecutive Saturday mornings from 9-12:00.

List potential partners based on your assets assessment
The Littlefield Senior Citizen Center, Lamb County Leader Newspaper, United Supermarket, Lamb County Courthouse, 3 local banks in the downtown area, and the Pay & Save Supermarket are potential partners for the program.

List available library resources that could contribute to the success of the program
Physical
The library has a computer lab with 10 computer workstations. Each has word processing software installed.

Skills
The library has two library staff members, one bi-lingual, who can teach the classes.

Detailed Action Plan
Goal: Provide computer classes to help patrons aged 50 and over to create resumes.

Objectives:
1. Hold 2 computer classes on consecutive Saturdays.
2. Teach participants basic computer skills as needed.
3. Teach participants how to use word processing software to write a resume.

Action Plan
The table below gives the library's action plan for the computer classes.

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 the dates for the classes.	Director One week in advance	Time-15 min. $ & materials-none Personnel-1	Date set.	Date set.
Design registration form.	Director One week in advance	Time-15 min. $ & materials-none Personnel-2	Form designed.	Count # of filled in forms.
Make 20 copies of registration form.	Assistant One week in advance	Time-15 min. $5.00 & materials-paper Personnel-1	Copies made.	Count # registration forms delivered.
Create list of attendees for each class with a waiting list as needed.	Assistant 3 days before the class	Time-15 min. $ & materials-none Personnel-1	Form created.	Count # of people who sign up.

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Create promotional flyer.	Director One week in advance	Time-1 hr. $ & materials-none Personnel-1	Flyers designed.	Count # posted.
Make 10 color copies of flyers & deliver (Senior Center, grocery stores, banks, Courthouse).	Assistant One week in advance	Time-15 min. $3.00 & materials-paper Personnel-1	Copies made.	Count # flyers delivered.
Create program evaluation form.	Director One week in advance	Time-30 min. $ & materials-none Personnel-1	Evaluation designed.	Count # of completed evaluations.
Make 20 copies of evaluation form.	Assistant One week in advance	Time-15 min. $5.00 & materials-paper Personnel-1	Copies made.	Count # of completed evaluations.
Write press release.	Director One week in advance	Time 20 min. $ & materials-none Personnel-1	1 press release written.	1 press release distributed.
Put programs on library calendar to reserve room.	Assistant One week in advance	Time-5 min. $ & materials-none Personnel-1	Information posted.	Programs held.
Put program notice on library website.	Director One week in advance	Time-5 min. $ & materials-none Personnel-1	Information posted.	Programs held.
Design handouts.	Programming Assistant One week in advance	Time-1 hours $ & materials-none Personnel-1	Handouts created.	Count # of handouts distributed.
Call participants to remind them of program	Assistant Day before program	Time-30 min. $0 & materials-none Personnel-1	10 participants called.	Count # called.
Make 20 copies of handouts and distribute; 5 pages each	Assistant One week in advance	Time-30 min. $25.00 & materials-paper Personnel-1	Copies made.	Count # handouts distributed.
Purchase blank floppies	Director One week in advance	Time-1 hr. $20 & materials-none Personnel-1	Floppies purchased.	Count # distributed.
Get room setup.	Programming Assistant Day of program	Time-15 min. $ & materials-none Personnel-1	Room is set up.	Count participants.
Clean up room.	Programming Assistant Day of program	Time-15 min. $ & materials-none Personnel-1	N/A	N/A
Tabulate & Analyze evaluation forms.	Director One week after program	Time-30 min. $ & materials-none Personnel-1	Count # completed evaluations.	% change in before/after knowledge.

APPENDIX: EVALUATION FORM

WORKSHOP EVALUATION   Today's Date: _____

*Thank you for attending today's workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.*

Place an X or Check Mark beneath the number that best represents your evaluation.

BEFORE the workshop, I would rate my understanding as:	**Yes 1**	**Some 2**	**No 3**
1. Understand how to use word processing software to write a resume.			
2. Understand basic computer skills.			
3. Understand how to use e-mail.			

AFTER the workshop, I would rate my understanding as:	**Yes 1**	**Some 2**	**No 3**
1. Understand how to use word processing software to write a resume.			
2. Understand basic computer skills.			
3. Understand how to use e-mail.			

	Yes 3	**Just Okay 2**	**No 1**
1. The program was:			
informative.			
long enough.			
3. The speaker was:			
interesting.			
clear.			
4. The handouts were:			
helpful.			
5. Because of the program I:			
can improve my life.			
will use the library to find more information.			

Anything else you want to say?

_____

_____.