

LEE PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Gladewater is at the intersection of U.S. highways 80 and 271 in central East Texas. It is thirteen miles west of Longview (population 80,455) and straddles the boundary between Gregg and Upshur counties. In 1873, the Texas and Pacific Railway Company first built a railroad line through Gladewater. Two nearby communities, St. Clair and Point Pleasant, were bypassed by the railroad and relocated after learning the only post office in the area would be in Gladewater. The town's name probably came from nearby Glade Creek.

The discovery of oil in 1931 changed the way of life in what had been a timber and agricultural based community. The city still has the antique oil rig downtown that was the first pumping unit. Overnight the town boomed from 500 to 10,000 people. Tent cities went up everywhere. Gladewater became the hub of production and refining and the East Texas field soon accounted for more than 10 percent of the world's oil. In 1938, Gladewater was called the western gateway to the Great East Texas Oil Field. This was the largest in the world and had 25,000 wells. Gladewater is known as the antique capital of East Texas.

Historical, Current, and Future Roles of the Library

The historical library roles have been to support basic literacy and provide current topics and titles. The library continues to fill these historical roles and has expanded current roles to include: community meeting place, educational and recreational materials, information assistance, local history and genealogy, career and workforce development, gateway to information and public computer access. Future plans are to include more programming such as displays and programs on current topics and cultural awareness, and to become a community commons.

Existing Programs

Existing programs are: summer reading program for children; "Meet the Author" lecture series; crochet, knitting, and craft classes; spring library tours for school students; exam proctoring; Interlibrary loan, and story time for preschool children.

Identified Needs

Identified needs for the city of Gladewater are additional economic development, affordable high quality housing, and jobs. The city has many antique and specialty stores and restaurants; there are few options for clothing and general merchandise.

Identified needs for the library are modifications to the entry to add convenience for handicapped individuals, caretakers managing small children and strollers, and citizens who need additional time and room to navigate. Patrons have also requested the addition of a curbside library materials return box.

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Identified Assets

Community assets are three public parks, including a walking trail; the Helen Lee Estate Daffodil Gardens, and sports facilities for baseball, golf, tennis, football, and soccer. The community also has a Saturday Night Opry, a performing arts center, a museum, 30 churches, and an airport. The city has medical offices and clinics, nursing homes, and the Truman W. Smith Children's Care Center for children with physical disabilities.

Assets of the library include: a well-trained staff eager to provide assistance, promote services and provide high quality library services; a room for program and classes; free Wi-Fi service, six new public use computers and six new laptops. The library benefits from the generosity of several local groups such as the Friends of the Library; Gladewater Garden Club; rodeo bullfighters and clowns; volunteer clowns and puppeteers, and wildlife programs provided by the County Extension Agency. The library houses the Texana collection, donated as a memorial to sixth generation Texan, John Ben Shepperd, Jr.

Thank You Statement

The Lee Public Library would like to thank the City of Gladewater, the Gladewater City Council, the Friends of the Library, local business and library staff and volunteers for continuing funding and support. The library thanks the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas (UNT) PEARL project. We extend appreciation to Barbara Blake for inviting the library into this project and Connie Moss for assisting us with development of this plan.

Community Profile Narrative

Gladewater is a Texas Main Street city. The city is a bedroom community in the heart of the east Texas piney woods. There are more than 200 antique vendors and crafters in over 30 antique malls and individual shops with a variety of bed and breakfast inns, restaurants, and bakeries in town. Tourism is an important part of the economy.

Gladewater has a myriad of annual events. In March, the Bricks in Bloom lawn and garden show are held. In April, the Annual East Texas Gusher Days extravaganza takes place. It includes a Heritage Parade, Chili Cook-Off, Antique Car Show, Hip Hop Amusements, Brownie Bowl Lick-Off, live musical events, arts and crafts, and food concessions. In May, there are two events, the Annual Apron Strings: Ties to the past and the Mother's Day Tea. In June, the Annual Gladewater Round-up Rodeo, one of the best known nationally sanctioned PRCA rodeos in America, is held. This four day event has been held since 1937 and features an old-west style bronco-busting rodeo. In July, there is a fireworks display on Lake Gladewater and a boat parade contest. In August, paintings, sculpture, pottery, drawings, and photography are displayed during the Main Street Art Stroll. The annual Arts and Crafts Festival in September features woodcrafts, handcrafts, ceramics, dolls, needlework, jewelry, clothing, and homemade goodies. Later in the month there is the Highway 80 Progressive Car Cruise. There are two events in October, the annual Gladewater Black Rodeo and the Emergency Services Fall Fest. The Gladewater Antique District Association hosts various events in November including a progressive dinner with downtown stores participating. In December, the Gladewater Chamber

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of Commerce sponsors a Christmas Parade, with an appearance by Santa. They also sponsor a community dinner, breakfast with Santa, and a tour of homes.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets of the area are the various natural resources used for farming, lumbering, and oil production. The city is near Lake Gladewater and the Sabine River. There are RV parks, campgrounds and recreational facilities near the water.

There are no current geographic challenges.

Library Features

Assets and Challenges

The library is centrally located downtown one block from the post office and museum. It is highly visible and has sufficient parking. Recent upgrades to the parking lot included resurfacing, new signs and markings, and a handicapped accessible sidewalk to the front door.

Geographic challenges to the library are the nearby railroad tracks and crossing that sometimes delay traffic. Most of the schools in Gladewater are too far from the library for children to walk to after school.

Community Demographics

The 2010 federal census reported the population of Gladewater was 6,441, with 75.7% White, 17.6% African American, .8% Native American, .6% Asian and 2.8% from two or more races. Hispanic or Latino of any race was 6.4% of the population. In the city the population distribution by age was 27% under the age of 18; 58.4% ages 18 to 64, and 14.6% who were 65 years of age or older.

The 2006-2010 American Community Survey estimated educational attainment in the city was 81.8% having high school diplomas, 10.9% also earned bachelor's degrees or higher. The median income of a household was \$35,645 with the mean household income \$52,027. The per capita income estimate for Gladewater was \$19,504. The mean drive to work time was 21 minutes with an estimated 82.6% of workers driving alone.

Library Profile Narrative

In March 2012, the library celebrated its 75th anniversary with a reception for the public. The library was established in 1937 as the result of a partnership between the Elementary Parent Teacher Association (PTA) and The Three Arts Club. The first library was a rented room open three afternoons a week. During the first 10 months of operation, the library received \$810 from the city, \$218 in donations and \$92 in fines. The librarian, Mrs. Austin Guest, and PTA president, Mrs. L.W. Pelphrey each read all of the 1,125 books in that first collection. The first book checked out was *Gone with the Wind*.

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In 1939 the library moved, rent free, to the new community building and service hours were expanded to 9:30 a.m. to 6:00 p.m. six days a week. Story hour for children was started in 1947.

A new freestanding building opened in 1973. Local organizations helped raise the funds for the new library. Fundraising for this library got a boost when Mrs. Claude Lee donated \$50,000 to help match to federal construction funds and \$20,000 to furnish the library. In recognition of this donation the library was named for Mrs. Lee. The Spencer Harris Machine Tool Company furnished the entire children's area.

Most Important Library Statistics

The Lee Public Library funding in 2010 was \$60,880 from the City of Gladewater, \$13,500 from Gregg County and \$5,000 from Upshur County. The library is an accredited library in the Northeast Texas Library System.

In 2010, the library had 4,371 registered borrowers from the assigned service population of 9,643. The service population is larger than the 6,441 city population due to the county's contribution to the library. Library circulation was 25,371 from the library collection of 36,871 materials. Total attendance at library programs was 2,272 people with 1,987 attending children's programming. The 6 public Internet access computers were used 5,387 times.

The library is open 40 hours per week and operated by 2 full-time equivalent staff. In 2010, the 27,384 library visits were equal to 2.84 visits per capita.

Vision, Mission, Goals and Objectives

Vision Statement

Our vision is to assist patrons in discovering the joy of reading, developing a love of learning, while providing them with up-to-date resources needed to succeed at school, work and their personal lives.

Mission Statement

The Lee Public Library provides books and materials, services and facilities for informational, individual development and recreation to the residents of Gregg, Upshur, Rusk, and Smith Counties. The library offers a forum for ideas and is dedicated to freedom of access for all.

The primary mission of the library is to serve as a reliable source of information for the community by acquiring, organizing and disseminating information. The library serves recreational needs by providing opportunities for independent learning for all people from toddlers to the elderly, and it provides timely, accurate and useful information to meet the diverse and constantly changing informational needs of those the library serves.

Goals and Objectives for the Library

Goal 1 Provide programs and services that support the Library's mission and services responses that augment the collection

Objective 1. Develop program for all patrons to stimulate interest and develop an appreciation for reading and learning.

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Goal 2 Enable senior citizens to continue their active participation in lifelong learning

Objective 1. Establish computer classes for seniors.

Goal 3 The Library will increase and improve the library experience of its patrons

Objective 1. Improve communication of what the library has to offer.

Objective 2. Provide a quality circulation experience for patrons and staff.

Objective 3. Explore and evaluate the benefits of a self-service checkout system.

Goals and Objectives for Outreach Program

The goal of the outreach plan is to teach residents the basics of using computers. Objectives of the plan include teaching how to open and start a laptop computer, how to send and receive email, how to search the web.

Outreach Program

The library will conduct a series of three classes to introduce citizens to computers. Each class in this pilot program will be on a Thursday afternoon from 3:00-4:00 p.m. Participants will have an additional hour after the class to practice what they have learned. The library director will teach the classes with assistance from two volunteers. Classes will be hands-on and limited to 5 participants. Lessons will include: using a mouse; how to set up and use an email account, and web browser basics.

Community partners from the US GenWeb Project and a local bank will provide additional instruction using their resources as class examples. These will include how to access the US GenWeb site, and how to use an email account to bank on-line safely.

Statement of need

Library staff compiled a list of people who had recently requested basic computer training. The library conducted a targeted survey of the people on this list. Thirty-two surveys were returned. Of these twenty-two said they would participate in a basic computer class; eight said they might be interested.

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

The target group for this introduction to basic computer use is Gladewater area adults with limited exposure to computers.

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

The specific segment of the target group in the pilot program will be individuals who have previously requested this training.

Estimated number of potential participants

The number of participants for this hands-on class will be 5, the number of computers available for their use.

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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The audience for this program includes both males and females, primarily between the ages of 35-50. The targeted survey asked if potential students would attend on Thursday afternoons from 3-4 p.m., 20 responses indicated they would attend at the proposed time. Transportation is not provided.

List potential partners based on your assets assessment

Potential partners for this program are volunteers from the US GenWeb Project and a representative from Austin Bank. These partners will be guest presenters at sessions two and three.

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

Library resources that will contribute to the success of the program include the library's meeting room, Wi-Fi connection to the Internet, five student laptops, instructor laptop and LCD projector and screen. Library staff and volunteers will present the program.

Detailed Action Plan

Action Plan Goal(s):

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

Action Plan Objective(s):

1. Create the class content.
2. Schedule volunteers.
3. Register class participants.
4. Hold classes.
5. Develop, administer, and analyze evaluations.

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Action Plan Table

The table below gives the library's action plan for the program.

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?
Recruit US GenWeb participation	Director by June 22	Time: 30 mins \$0 Materials - telephone Personnel - 1 staff	US GenWeb partner agrees to participate	Count#
Recruit bank participation	Director by June 22	Time: 30 mins \$0 Materials - telephone Personnel - 1 staff	Bank partner agrees to participate	Count#
Select class dates	Director by June 12	Time: 10 mins \$0 Materials - calendar Personnel - 1 staff	3 Dates selected	Count#
Develop course content	Director by July 27	Time: 3 hrs \$0 Materials - TWDL and other training guides Personnel - 1 staff	Content created for 3 classes	Count#
Review course outline with guest presenters	Director by July 27	Time: 2 hrs \$0 Materials - training outlines Personnel - 1 staff	Content reviewed	Count#
Recruit volunteers; develop schedule	Director by June 25	Time: 20 mins \$0 Materials - none Personnel - 1 staff	Volunteers scheduled	Count#
Design registration form	Director by June 25	Time: 30 mins \$0 Materials - computer, software Personnel - 1 staff	1 master created	Count#

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Copy registration form	Intern by June 25	Time: 10 mins \$0 Materials - computer, printer, paper Personnel - 1 staff	20 copies made	Count#
Write registration script	Director by July 27	Time: 1.5 hrs \$0 Materials - computer, software Personnel - 1 staff	1 Telephone script for registration	Count#
Register attendees	Intern by July 27	Time: 3 hrs \$0 Materials - telephone, preregistration list with phone numbers, script Personnel - 1 staff	Students registered (limit 5)	Count#
Remind registrants of class dates	Library staff by Aug 6	Time: 1 hr \$0 Materials - telephone, preregistration list with phone numbers Personnel - 1 staff	Attendance confirmed	Count#
Hold classes	Director and volunteers Aug 9, 16, 23	Time: 1hr each \$0 Materials - laptops and projector Personnel - 1 staff & 2 volunteers	3 Course sessions complete	Count#
Create weekly evaluation forms (rates class)	Director by Aug 6	Time: 30 mins each \$0 Materials - computer, software Personnel - 1 staff & 2 volunteers	1 Master created	Count#
Copy weekly evaluation forms	Staff by Aug 6	Time: 30 mins \$0 Materials - computer, software Personnel - 1 staff	18 Copies made (5*3=15, 3 extras)	Count #

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Review all completed evaluation forms	Director by Aug 27	Time: 30 mins \$0 Materials - evaluation forms Personnel - 1 staff	Feedback from participants recorded	Count#
Gather report information and photos	Director by Aug 27	Time: 1 hr \$0 Materials - computer, software Personnel - 1 staff	Compile and analyze results	Write report and send to PEARL office and post to website
Write thank you notes to volunteers	Director by Aug 28	Time: 30 mins \$0 Materials - evaluation forms Personnel - 1 staff	4 Thank you notes written and sent	Count#

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APPENDIX A: ADULT BASIC COMPUTER SKILLS INTEREST SURVEY

<p>Lee Public Library Adult Basic Computer Skills Interest Survey</p> <p>Date: _____</p> <p>In an effort to provide needed and relevant services in our community and surrounding areas, the library is considering hosting a series of Basic Computer Skills classes for adults. The classes would be scheduled for 1 hour each week for 3 consecutive weeks. Basic skills covered would include how to: Start the computer, Use the mouse, Create a document, Save a document, Navigate and search the Internet, Set up an e-mail Account, Send an e-mail, Attach a file or photo to an e-mail.</p>			
CIRCLE ANSWER			
1. Do you know where the library is located?	Yes 32	Maybe	No
2. Have you or any member of your family been at the library in the last six months?	Yes 30	Maybe 1	No 1
3. If Basic Computer Skills classes are offered at the library, would you or a member of your family attend?	Yes 22	Maybe 8	No 2
4. Would you attend the classes on Thursday afternoons?	Yes 20	Maybe 10	No 2
5. Would you attend the classes from 3 to 4 p.m.?	Yes 21	Maybe 9	No
Any Comments or Suggestions?			
<p>Many would benefit from beginner computer classes as the library. / I have been asking for this at the library. / It is always nice to go into the Gladewater Library where staff and all are so nice. Mothers with small and older children who have a good time and the other patrons enjoy reading anything they want. There are always several people on the computers. / I find this library to be the best in the area for friendly, courteous and helpful people. A basic computer class would be a great service for this area. / This will be great for the community. Can't wait to get started and I will tell everyone I know about this great opportunity. / These classes are a much needed addition to our library. Many patrons ask for assistance with computers and have little or no computer experience. / After a probationary period, please consider lending 3 to 4 videos/DVDs at a time instead of the current 2. / This is a service that is very needed in the community.</p>			
<p><i>Thank you for taking time to complete this survey!</i></p>			

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APPENDIX B: EVALUATION FORMS

SESSION 1 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 ability:	High 1	Some 2	Low 3
1. I know how to open the laptop and power it on.			
2. I can "mousercize".			
3. I can use the mouse to move a window.			
4. I can right-click the mouse to make a selection.			

AFTER the workshop, I would rate my ability:	High 1	Some 2	Low 3
1. I know how to open the laptop and power it on.			
2. I can "mousercize".			
3. I can use the mouse to move a window.			
4. I can right-click the mouse to make a selection.			

	Yes 3	Okay 2	No 1
1. The program was:			
informative.			
long enough.			
2. The speaker was:			
interesting.			
clear.			
3. The handouts were:			
helpful.			
4. Because of the program I:			
will continue to learn how to use computers.			

Anything else you want to say? _____

_____.

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SESSION 2 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 ability to	High 1	Some 2	Low 3
1. Enter a web address (URL).			
2. Search the GenWeb site.			
3. Select an option from a drop-box.			
4. Use Google search.			

AFTER the workshop, I would rate my ability to	High 1	Some 2	Low 3
1. Enter a web address (URL).			
2. Search the GenWeb site.			
3. Select an option from a drop-box.			
4. Use Google search.			

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

Anything else you want to say? _____

_____.

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SESSION 3 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 ability to	High 1	Some 2	Low 3
1. Log into email.			
2. Write & send email.			
3. Identify a secure website (https).			

AFTER the workshop, I would rate my ability to	High 1	Some 2	Low 3
1. Log into email.			
2. Write & send email.			
3. Identify a secure website (https).			

	Yes 3	Okay 2	No 1
1. The program was:			
informative.			
long enough.			
2. The speaker was:			
interesting.			
clear.			
3. The handouts were:			
helpful.			
4. Because of the program I:			
can improve my life.			
will use computers to find more information.			
will continue to learn how to use computers.			
will recommend this course to others.			

Anything else you want to say? _____
