

LEONARD PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Leonard Public Library Community Outreach Plan

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Leonard Public Library Community Outreach Plan

Outreach Plan

Introduction

Leonard is located on U.S. Highway 69 and State Highway 78 in southwestern Fannin County. The 3,520 acres, now known as the Martin Moore survey, was sold to Solomon Langdon Leonard in February 1859 for \$10,560. It is located on the Blackland Prairie, which angles through southwest Fannin County from northwest to southeast. The prairie is bordered on the south by Wildcat Thicket and on the north by Bois d'Arc Thicket. Wildcat Thicket was an "area of trees, briar bushes, thorn vines, and tall grass, so thick and dense that it was almost impossible to see through it, even in the daytime." It was also a haven for outlaws, fugitives, and the scene of several killings in the Lee-Peacock feud (1865–72).

On July 22, 1880, the town of Leonard came into existence on the Leonard survey with the sale of town lots at auction. H. L. Parmele negotiated the location of the town with the Denison and Southeastern Railway. A post office and a school were established the next year. In 1885, the settlement had a population of 350, nine stores, three blacksmith shops, a church, a school, a gin, two hotels, two doctors, and two lawyers. Leonard incorporated on September 14, 1889, with a population of 400 people. The first city hall was located on the first floor of a two-story frame building in the town square. The Grove Hill Masonic Lodge occupied the second floor. Albert Ervin established the first newspaper, the *Leonard Graphic*, in 1890, and it is still in publication today.

On May 23, 1894, Leonard Collegiate Institute was organized. It began in a two-room frame building on Connett Street and in 1906 built a three-story building with the new name Dodson College. In 1908, the presbytery of the Paris Presbyterian Church took formal possession of the school and changed the name to Manton College Institute. The school closed in 1914. In the middle 1930s, Dr. J. J. Pendergrass established a hospital in Leonard, which was then the trading center of southwest Fannin County and adjoining areas in Hunt, Collin, and Grayson counties. The town was known for its outstanding cotton market. The principal crops were cotton, corn, and wheat. Ranching has replaced some of the farming. The population of Leonard was 1,990 according to the 2010 census.

Historical, Current, and Future Roles of the Library

Historically, the library has been the place for lifelong learning, free information access, provider of educational and recreational materials, information assistance, formal education support, provider of current topics and titles, and public computer center. Currently, the library fulfills those roles plus being a place for a gateway to information.

In the future, the library would like to be an adult learning center, a workforce development site and community commons. The library would also like to add GED classes, basic computer training and develop teen programs.

Existing Programs

The library has a number of existing programs including: one-on-one computer assistance, exam proctoring, a yearly canned food drive, and a summer reading program for children. The library hosts an annual "Meet Santa" event and other special children's programs throughout the year.

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Identified Needs

An identified need is for the community to attract new business to provide employment opportunities. There is a need for health care and recreational activities for children and families.

Identified needs for the library are for more funding options, and additional space for programming.

Identified Assets

Community assets include a museum, senior citizens' center, a chamber of commerce, thrift shop, and historical building, including an historical pharmacy complete with a soda fountain.

The library's experienced staff is one of its most important assets. The staff have grant writing experience, good people skills, good budgeting skills and the fund raising and organizational skills to develop and present new programs and services.

Thank You Statement

The Leonard Public Library would like to thank the city of Leonard, city council members, and the library board for their ongoing support. The library also thanks the Robert and Ruby Priddy Charitable Trust and the PEARL project. Director Rose Farhood would like to thank the staff of the Pearl project and CAS student RoseAleta Laurell.

Community Profile Narrative

Leonard's historic town square is home to several shops and a historical museum. There are a number of local restaurants and a Farmer's Market. Housing is affordable and the community is family oriented.

The Leonard Independent School District's four highly ranked campuses offer students a nurturing, small-town atmosphere. Young people participate in a wide range of activities such as sports, arts, scouting, 4H, and FFA. Retirees have activities available through the Senior Center.

Leonard hosts an annual July picnic that attracts residents, former residents and students, and people from the Metroplex. This event, founded in 1880, celebrates the sale of the town's first lots and continues to be an annual event.

Main Geographic Features

Community Features

Assets and Challenges

Leonard's geographical features include farmlands, public parks, and horse ranches.

The distance to all major amenities including hospitals, airports, department stores, and entertainment venues is a major challenge. Dallas is located 60 miles southwest of Leonard.

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Library Features

Assets and Challenges

The main geographic asset of the library is its location. The stand-alone library is located at the heart of the downtown area and is within easy walking distance of city hall, the bank, the post office, a day care center and the local schools. It is also located near the museum, an assisted living center, and the senior center.

The library has no geographic challenges.

Community Demographics

The 2010 Census shows the population of Leonard as 1,990. There are 590 (30.6%) children in Leonard under the age of 19 and 8,361 children in Fannin County. There are approximately 316 (15.9%) children between the ages of 5 and 14 in Leonard. There are 717 people with a high school diploma (47.9%).

Library Profile Narrative

In 1982, a group of Leonard citizens started talking about forming a public library. The city appointed a small group to a Library Devolvement committee. The driving force of this group was Dorothy Fullerton. Ms. Fullerton had a love of books and education and volunteered to be the librarian.

A small rental building was obtained to start gathering a collection, during this year the friends group spearheaded by Eddie Sudderth worked diligently along side the librarian to raise funds and bought a building on the east side of the square. The Leonard Public Library opened in that location in December of 1983. Ms. Fullerton ran the library until 1997. Under her direction, the library joined the North East Texas Library Systems and applied for accreditation.

The library shared the building with the local community center and as both grew over the years; the Friends discussed the need for a new building. A building account was started and fund raising efforts began. In 1997, Ms. Fullerton retired, and the library was left with no director while volunteers tried to fill the post.

In 1998, Don Carpenter took on the director's position. Working with the Friends, local businesses and the entire community, the new library building was built on the northeast corner of the Leonard town square in 2002.

In 2007, Rose Farhood was appointed director and under her watch a large weeding project was completed with a reorganization of the entire building. New sections were added for audio books, DVDs and the junior/young adult section was expanded. Wi-Fi was recently added providing the only "hot spot" in Leonard. A storeroom was renovated into a homework room complete with computer set up for parents to help students or students to work together on projects. Leonard Public Library now serves the communities of Trenton, Bailey, Celeste, Randolph, and Blue Ridge.

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Most Important Library Statistics

The library has one part-time librarian and one part-time volunteer. The library's service population is 2,173. The library has 3,467 library cardholders with 11,817 library visits each year. In 2010, the library had a collection of 16,744 titles with circulation of 11,497. Programming attendance for 2010 was 889. The library reported 413 volunteer hours in 2010.

Vision, Mission, Goals and Objectives

Vision Statement

The vision of Leonard Public Library is to provide opportunities for cultural, personal, and intellectual enrichment in a safe and welcoming environment.

Mission Statement

The Mission of the Leonard Public Library is to enhance the intellectual and recreational life of the population served by providing access to information, materials and programs that expand intellectual, cultural, and artistic awareness.

Goals and Objectives for the Library

Goals for this year:

Goal 1. Work with our volunteer technology director to update our technology for our patrons, keep the free Wi-Fi and network running and current.

Goal 2. Use technology to help promote the Library, with the web site and the Library page on social networking sites.

Goal 3. Get a volunteer/student to teach patrons the basic operations of using a PC to find a job, do homework/ research or just have fun.

Goal 4. Work with the local paper to get the word out about the services the library has to offer to all patrons free. Utilize the paper as a resource to educate the community on the library and how we operate each year with help from our city, the donations from our chamber of commerce, friends, and grants.

Goal 5. Work with the small group of friends and board members to expand the Friends group and get more people involved in the Friend of the Library.

Goals and Objectives for Outreach Program

Goal: The Leonard Public Library will provide support for children's literacy by providing a new children's outreach program called Pets as Pals.

Objective: Have fun and share the love of reading with a new group of children by offering a series of programs about pet care and a visit to a local veterinary's office to learn about careers with animals.

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Outreach Programs

The library will collaborate with the local Girl Scout and Boy Scout troops, a local youth church group, the junior high special education class and Leonard Animal Clinic to teach children about animal ownership and proper pet care. Veterinarian Dr. Bobby Cox will speak to the children about the career opportunities in an animal clinic with a guided tour of his office. The library will provide books and pamphlets for the children on the care of household pets. After reading the materials a question and answer discussion will be held. Each scout group will earn a scout badge when they complete the program. The program and materials will be customized to each age group.

Statement of need

Sixty community surveys were distributed in March 2012 and 51 were returned. The surveys indicated a need for children's programs. There are very few activities for children and families except for sporting events. Patrons have often mentioned a need for children's programs and when asked were enthusiastic about a program on caring for pets.

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

There are 590 children in Leonard under the age of 19 and 8,361 children in Fannin County.

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

This program targets children between the ages of 5 and 14 years, which is 15.9% of the Leonard population.

Estimated number of potential participants

The program will be offered to 21 cub scouts aged 7-12 years old. The program will also be offered to a junior high special education class of 11 students. The program is designed to allow other groups to take advantage of this program on an on-going basis.

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

The expected participants range in age from five to fourteen years old. The majority of children targeted for the program, live within the city limits or within driving distance of the library. The Cub Scout leader and the junior high teacher will provide transportation for those children needing assistance to get to the library.

List potential partners based on your assets assessment

Partners for this program are the local churches, the local scouting organizations, the school district, teenagers in a local church youth group and the local paper.

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

The library will provide all the reading materials for this program from their collection and brochures donated by the local veterinary will be used. The homework area will be available for participants to look up information on the Internet about pet care. Library staff will lead the discussions, question and answer sessions.

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Detailed Action Plan

Action Plan Goal(s):

The goal of the action plan is to:

1. Develop the program.
2. Promote the program.
3. Implement the program.
4. Provide program.
5. Evaluate the program.

Action Plan Objective(s):

1. Consult with the veterinarian and troop leaders.
2. Create and distribute promotional materials.
3. Coordinate set up of the facility.
4. Develop, administer, and analyze evaluations.

Action Plan Table

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?
Contact the local girl and boy scout groups to coordinate efforts for Pets as Pals program	Library director May 1, 2012	Time-1 hour \$ 0 Materials- None Personnel-1	Coordination with scout groups	Dates and times set
Contact the local church groups and local school teachers to offer Pets as Pals program	Library director May 1,2012	Time-1 hour \$ 0 Materials- None Personnel-1	Coordination with the school and church group	Dates and time set
Contact veterinary to set time and date of programs	Library director May 1, 2012	Time-30 min. \$0 Materials-None Personnel-1	Coordination with veterinarian	Date and time set
Select materials to be used for the program	Library director May, 2012	Time-1 hour \$0 Materials-catalogs & computer Personnel-1	Books are selected	Count number

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Order books	Library director May, 2012	Time-1 hour \$200 Materials- computer Personnel-1	Books ordered	Count number
Design invitations to children's groups in town	Library director May, 2012	Time-1 hour \$0 Materials- computer Personnel-1	One invitation designed	Count number
Design flyers to publicize the program	Library director May 2012	Time-1 hour \$0 Materials- computer, Personnel-1	One flyer designed	Count number
Print flyers and invitations	Library director May 2012	Time-1 hour \$10 Materials-computer, printer, copier, paper Personnel-1	Flyers and invitations printed	Count number
Prepare goodie bags for participants	Library director May 2012	Time- 1hour \$0 Materials-bookmarks, flyers, treats and small gifts, evaluation forms Personnel-1	50 Goodie bags assembled	Count number
Design evaluation forms	Library director May 2012	Time-1 hour \$0 Materials-computer Personnel-1	One master evaluation form designed	Forms designed and ready to print
Take flyers and invitations to teachers and scout troops and churches	Library director May 2012	Time-30 minutes \$0 Materials-printed flyers and invitations, automobile Personnel-1	Flyers and invitations delivered	Count number
Place flyers in library, post office, community center, veterinarian's office and city hall	Library director May 2012	Time-1 hour \$0 Materials-flyers, tape, automobile Personnel-1	Flyers placed in strategic locations in town	Count number
Publicize program on library website	Library director May 2012	Time- 30 minutes \$0 Materials-computer Personnel-1	Posting is made to website	Count number

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Write newspaper article to publicize program	Library director May, 2012	Time-30 minutes \$0 Materials-computer Personnel-1	Article written and e-mailed to news office	Article appears in local news paper
Begin Program	Library director & veterinary May 2012	Time-1 hour \$0 Materials: books, evaluation forms Personnel-2	Program held and evaluations completed	Count number, compile evaluation results
Compile evaluations	Library director June, 2012	Time-1 hour \$0 Materials-computer Personnel-1	Evaluations compiled	Report submitted to PEARL office
Submit story on program to local paper	Library director July, 2012	Time-30 minutes \$0 Materials-computer, fax Personnel-1	Story submitted	Story runs in paper and submit copy to PEARL office and PEARL website
Gather all statistics and stories including anecdotal	Library director July, 2012	Time- 1 hour \$0 Materials-computer, Personnel-1	Statistics and anecdotes with written report compiled	Submit to PEARL office and post on PEARL website

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APPENDIX: LIBRARY EVALUATION FORM

Place an X under the number to indicate how successful the program is for you.

	Yes	Maybe	No
1. Did you enjoy the Pets as Pals Program?			
2. Did you like the books we read?			
3. Did you enjoy the trip to the animal clinic?			
4. Would you like to attend other programs like this?			
5. Do you now know how to care for a pet in your home?			

Is there anything more you would like to tell us?
