

# LIBRARY OF GRAHAM COMMUNITY OUTREACH PLAN



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**Date: May 11, 2011**

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**This plan was created through the University of North Texas PEARL project. Funding for PEARL (Promoting and Enhancing the Advancement of Rural Libraries) is provided by the Robert and Ruby Priddy Charitable Trust.**



# **Library of Graham Community Outreach Plan**

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# Library of Graham Community Outreach Plan

## Outreach Plan

### **Introduction**

Graham has served as the county seat of Young County since 1874. It is located in the North Texas Hill Country about 80 miles west of Fort Worth, Texas, at the convergence of US 380, Texas 16, and Texas 67, central to Fort Worth, Abilene and Wichita Falls. The rural location of Graham provides easy access to larger markets, while allowing a relaxed and affordable lifestyle to its citizens. Texas 16 is a north/south route adjacent to Possum Kingdom Lake, a beautiful lake with 390 miles of shoreline, private swimming beaches, and camping areas.

Recreation plays a big role in Graham's economy; the surrounding land is filled with different types of wildlife and is one of the best hunting areas in Texas. The nearby lakes and rivers offer a variety of water sports including fishing, boating, scuba diving, canoeing, and swimming. Lake Graham is popular with fisherman and boaters. Hunters will find some of the best bird and deer hunting around.

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

Historically and currently the Library of Graham has been a place for: lifelong learning; free and equal access to information; community meeting place; educational and recreational materials; gateway to information; technology center; public computer access; information assistance; local history & genealogy; formal education support, and information literacy.

### *Existing Programs*

The library's existing programs include: weekly story time for pre-school aged children; toddler story time; story time for daycare centers, Summer Reading Program for all ages, and inter-library loan.

### *Identified Needs*

Community needs include more: low income housing and rental properties; job opportunities and employers, and recreational activities for teens.

### *Identified Assets*

The City of Graham has an excellent county hospital, the Graham Regional Medical Center; Senior Citizen Center; Young County Arena; well-maintained public swimming pool; North Central Texas College with a nursing school division; excellent school system; newly remodeled high school; Old Post Office Museum & Arts Center; pharmacies; Super Wal-Mart; excellent doctors, dentists, and other medical staff; Young County Veterans Memorial; Young County Courthouse; Graham Regional Theater, and the National Theater.

The Library of Graham would like to thank the City Council and City Manager for their support of the library. The library would like to thank the Library Board and the Friends of the Library for their support. We would like to thank the Bertha Foundation for the library building and the

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Graham Community Fund for continued support through the years, and the CLSC for the annual Tour of Homes fundraiser. The library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the Amo Leer grant and the University of North Texas PEARL project. The library received approximately 800 bi-lingual (Spanish/English) children's books through the Amo Leer grant.

### **Community Profile Narrative**

The citizens of Graham have deep roots in the community. They give time, money, and show a high degree of civic pride in the community. People move to Graham for the school system and for the beauty of the town itself. Graham has one of the few remaining functioning drive-in theaters in the country. Graham is home to many retirees and the community as a whole is supportive of and shows great school spirit. A number of activities are held throughout the year on the city's downtown square, the Largest Downtown Square in the United States. The square is full of shops offering one-of-a-kind merchandise and antiques. Graham is an official Main Street city. The main employers in Graham are the city, school district, and Southern Bleachers.

Graham has a number of annual events including the: the PK (Possum Kingdom) Relays (March); Chamber of Commerce Ambassadors Invitational Golf Tournament (April); Lions Club Carnival (May); Run for the Children (3rd weekend in May); Red, White & You Independence Day Parade (July 4th); Teacher Appreciation Breakfast (August); Graham Concert Series (September thru March); Graham Regional Theater Series (2 productions , one each in Summer and Winter); Chamber of Commerce Dove Hunt (first weekend after opening season); Western Heritage Festival (last full weekend in September); Christmas Stroll and Lighted Parade (first Thursday after Thanksgiving); CLSC Tour of Homes (mid-December); Wild Game Dinner (first Saturday in December), and the Young County Arena (year-round schedule of events).

### *Main Geographic Features*

#### Community Features

##### *Assets and Challenges*

The City of Graham has many geographical assets. It is in the North Texas Hill Country with plenty of trees, lakes, and offers a perfect setting for all kinds of outdoor recreation. There are trails for hiking, horseback riding, or mountain biking. The area offers exceptional dove, deer, quail, and wild turkey hunting. The nearby lakes and rivers attract water recreation enthusiasts. A variety of water sports including fishing, boating, scuba diving, canoeing and swimming are available. Graham is the closest city to nearby Possum Kingdom Lake where the Possum Kingdom State park is located. There are a number of camping options available.

Graham has a public swimming pool, soccer fields, and rodeo grounds. The Graham high school baseball field is an excellent complex. Many schools in the surrounding area use it for playoffs. There are cattle Ranches, farmland, horse ranches, and oil fields in the area. TXU Energy has an electrical power plant on Graham Lake. Another geographical asset is how close Graham is to major cities in the area.

Graham does not really experience any geographical challenges.

## **Library of Graham Community Outreach Plan**

### Library Features

#### *Assets and Challenges*

The library is a stand-alone facility located on the main street that goes through town and is easy to get to. It is centrally located with the North Central Texas Community College and the Workforce Center next door. The high school and middle school are about 2 blocks from the library. Three day care centers are within walking distance as are a number of churches. Shawnee Park is across the street and another park behind the library.

Geographical challenges include: all three elementary schools and the Senior Citizen Center are located on the other side of town.

#### *Community Demographics*

Graham's population, as collected in the 2000 census, is 8,716. Breakdown by age is as follows: under 18 (26%); 18 to 24 (7.6 %); 25 to 44 (25.2 %); 45 to 64 (21.5 %) and 65 and older (19.8%).

### **Library Profile Narrative**

The Library of Graham is a municipally owned facility that was established in 1911 by a local women's club called the CLSC. In 1994 a local foundation, The Bertha Foundation, built the current facility at a cost of \$1.5 million and donated it to the city. It's one of the largest, best equipped state of the art libraries for a community of Graham's size.

#### *Most Important Library Statistics*

In fiscal year 2009, the library's collection consisted of approximately 47,000 items and the library circulated 113,558 items. There were 8,017 library cardholders and 75,739 visits. The library held 45 programs that 3,536 people attended. The library has 4 full-time staff and is open 44 hours a week.

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

#### *Vision Statement*

The Library of Graham is to provide the best possible library services to the citizens of the community, with access to its expanding collections, technologies, facilities, and programs. Library services will be provided on a fair and equitable basis to all individuals. The Library of Graham accepts and promotes the principles of the American Library Association as set forth in the Library Bill of Rights.

#### *Mission Statement*

There are four major components to the library's mission:

1. To promote reading and study as a means of individual growth and enrichment, as a responsibility of citizenship, and as a form of recreation.
2. To provide high quality reference services and be a reliable source for background material and in-depth information.

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3. To provide a high level of access to electronic information resources and help citizens develop the technological, information-seeking and information evaluation skills needed in an ever changing technological world.
4. To provide a safe and open environment for intellectual freedom and growth, where access to cultural and recreational resources will encourage appreciation for the world we live in, and patience and understanding for the people who share our world.

### *Goals and Objectives for the Library*

Goal 1: To provide a high level of electronic information access to people of all ages;

#### Objectives

1. Staff of the Library of Graham will train patrons to use the Internet, available databases and online catalog effectively. Training will also be given in basic computer, word and email skills.
2. Through a technology plan the Library of Graham will provide a list of equipment. The director will make sure the hardware is kept up to date and in good working order. Hardware will be replaced as needed.

Goal 2: to provide a variety of reading, viewing and listening materials for personal enrichment and enjoyment;

#### Objectives

1. Staff at the Library of Graham will select and purchase materials based on community interests and demand. Staff will weed collection as needed so that up to date material is always available to the public. Staff will schedule programming that will stimulate use of the collection and the summer reading program.
2. Staff and library supporters will solicit funding and incentives from businesses for the summer reading program. Staff will also develop strong collaborations with schools so that children and teens will have knowledge of the library's services.

Goal 3: Provide access to cultural resources;

#### Objectives

1. The Library of Graham will select, purchase and maintain local histories and genealogical materials. The library will also maintain a Texana Collection. On a regular basis staff will evaluate materials relating to the performing arts, art and literature.

### *Goals and Objectives for Outreach Program*

Goal: To provide blind, disabled, homebound, and others in long term care, regardless of age, reading material in a variety of formats.

Objective: Deliver and pick up reading materials, and facilitate participation in programs such as Books Aloud, Inc., for the above target group.

## **Library of Graham Community Outreach Plan**

### **Outreach Program**

The library Books on Wheels outreach project is intended to provide reading or listening materials in a variety of formats to residents of Graham that are blind, disabled, homebound, or in long term care, regardless of age. When appropriate, the library will facilitate participation in programs such as Books Aloud, Inc., or Talking Books for those participating in Books on Wheels. The library will work with Graham ISD to identify students that might benefit from the service; Graham Senior Citizen Center Meals on Wheels to promote the service to people in their program, and Horizon Bay to advertise the service to residents there.

#### *Statement of need*

The library staff has received numerous requests for a homebound book delivery service and is aware there is a Meals on Wheels service provided by the Graham Senior Citizen Center. The Library Director met with the Library Board and the president of the Friends of the Library to discuss the possibility of the library offering a home delivery service to eligible residents. It was determined this would be a worthwhile project.

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

The larger group the Books on Wheels service is targeting are those who are: blind, disabled, homebound, and others in long term care, regardless of age.

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

The specific segment of the target group for the Books on Wheels program are those who receive Meals on Wheels service and live in Horizon Bay.

#### *Estimated number of potential participants*

There are 72 people who receive Meals on Wheels service and 56 people live in Horizon Bay.

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

The intended audience is men, women, teens and children in Graham that are blind, disabled, homebound, or in long term care.

#### *List potential partners based on your assets assessment*

The library's partners for the project include: the Friends of the Library; local radio and newspaper; Graham ISD; Senior Citizen Center Meals on Wheels, and Horizon Bay retirement community.

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

The library has a collection of large print, books on tape, and books on CD materials that can be used for this project. The library has staff or volunteers that can deliver to participants.

### **Detailed Action Plan**

## Library of Graham Community Outreach Plan

*Goals:*

1. To develop and distribute promotional materials.
2. To recruit participants.
3. Design delivery system.

*Objectives:*

1. Create a flier promoting the service.
2. Place fliers in Senior Citizen Center, ads in local newspaper, library, and Horizon Bay.
3. Create subject reading interest survey.
4. Design delivery schedule.

*Action Plan Table*

The table below gives the library’s action plan for the Books on Wheels outreach program.

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?
Write guidelines for eligibility and delivery	Library Director by June 15, 2011	Time-1hr; \$0; materials-n/a; personnel-1	Guidelines written	Procedures identified
Create flier	Library Director by June 15, 2011	Time-1hr; \$0; materials-n/a; personnel-2	1 master created	Count #
Create application	Library Director by June 15, 2011	Time-1hr; \$0; materials-n/a; personnel-1	1 master created	Count #
Contact distribution points	Library Director by June 15, 2011	Time-1hr; \$0; materials-n/a; personnel-1	3 contacted and agree to distribute	Count # agreeing to distribute flier
Make copies of flier	Library Assistant by June 15, 2011	Time-30 min; \$40; materials-paper; personnel-1	200 copies made	Count #
Distribute fliers	Library Director by June 15, 2011	Time-1hr; \$0; materials-fliers; personnel-1	150 fliers distributed	Count #
Make copies of application	Library Assistant June 15, 2011	Time-30 min; \$40; materials-paper; personnel-1	200 copies made	Count #
IMPLEMENTATION			EVALUATION	



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<b>Action</b> What action, activity or task needs to be done?	<b>Name &amp; Date</b> Who will do it and by what date will it be done?	<b>Resources Needed</b> How much time, money, materials, personnel is needed?	<b>Measurement</b> How will progress be measured (#, %, participation or attendance)?	<b>Analysis</b> How and when will data be gathered and analyzed to determine success?
Distribute applications to potential participants	Meals on Wheels; Horizon Bay, and Library Staff (on-going)	Time-on-going; materials-none; personnel-1each	Applications filled out	Count #
Create library card from applications	Library Staff (on-going)	Time-on-going; materials-none; personnel-1each	Library cards are created	Count #
Create interest survey	Library Director by June 15, 2011	Time-30 min; \$0; materials-none; personnel-1	1 master survey created	Count #
Make copies of survey	Library Assistant by June 15, 2011	Time-30 min; \$40; materials-paper; personnel-1	200 copies made	Count #
Distribute interest surveys to participants	Meals on Wheels, Horizon Bay, Library staff (on-going)	Time-on-going; materials-none; personnel-1each	Surveys filled out	Count #
Package items for delivery	Library Staff (on-going)	Time-30 min ea; \$0-already have; materials-plastic bags; personnel-1	Items are delivered to each participant every 2 weeks or as needed	Check out/in materials; run report
Deliver materials	Library Staff and/or Volunteers (on-going)	Time: 3 hrs every 2 weeks	Items are delivered to each participant every 2 weeks or as needed	Check out/in materials; run report
Administer Customer Service Satisfaction Evaluation every 6 months	Volunteer include with last delivery every 6 months	Time-3 hrs; \$0; materials-surveys; personnel-1	Evaluations are distributed, completed and returned	Compile and analyze results
Gather statistics and success stories	Library Director by July 30, 2011	Time- 3 hrs; \$ & materials-none Personnel-1	Compile and analyze results	Write report and send to PEARL office

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## APPENDIX: EVALUATION FORM

### Library of Graham: Books on Wheels Outreach Program

*Thank you for participating!*

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

	Yes <b>3</b>	I don't know <b>2</b>	No <b>1</b>
<b>1. An Every Two Week Delivery Schedule was:</b>			
Often enough.			
Convenient for me.			
<b>2. The books provided:</b>			
Meet my needs.			
Were enjoyable.			
<b>3. The person who delivered the books:</b>			
Was friendly and helpful.			
<b>4. Because of this service I am:</b>			
Reading more.			
Feel more connected to the community.			

Additional comments on the program:

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