

# LINDALE LIBRARY COMMUNITY OUTREACH PLAN



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Department of Library and Information Sciences



# **Lindale Library Community Outreach Plan**

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# Lindale Library Community Outreach Plan

## Outreach Plan

### **Introduction**

The City of Lindale is located in Smith County on SH69 just 4.5 miles north of I20. The next largest town is Tyler (99,500) 7 miles south. The countryside near Lindale has tree farms, cattle ranches, truck farms and the popular “pick it yourself” fruit farms.

Lindale began in 1871. Richard B. Hubbard Jr., later known as Governor Richard B. Hubbard, persuaded his brother-in-law, Elijah Lindsey to open a mercantile store in the area. In 1873, the first post office opened as Lyndale. The name changed Lindale in 1874.

The Houston & Great Northern Railroad came to town in 1873. Lindale flourished, becoming one of the biggest stops on the railroad line.

In 1890, the population was 275 and in 1892, it was 500. In 1905, Lindale incorporated. It was a center for canning fruits and vegetables especially berries. Lindale was known as the “the Great Strawberry Center” before it became famous as the “Blackberry Capital of the World”.

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

The historical roles of the library are: basic and early childhood literacy; free and equal access to information; community meeting place; technology center; information assistance; current topics and titles; gateway to information, and public computer access. The library’s current roles are: lifelong learning; local history and genealogy, and English as a Second Language. Future roles for the library are: adult learning; cultural awareness; business support, and career and workforce development.

### *Existing Programs*

Existing library programs are: Summer Reading Program; English as a Second Language; GED test preparation classes; Accelerated Reader Program (partnering with the local schools); story time; and genealogy activities and materials. Over 300 children attend the annual six week Summer Reading Program.

### *Identified Needs*

Identified community needs are: recycling center; farmers’ market; downtown development, and activities for teens and other children who are not involved in sports.

Library needs include additional dependable sources of income and more library service hours. Other library needs include: development of a collection of e-books; ethnic materials; increasing library programs for all ages; continued development and maintenance of library collections, and support for home-school needs.

### *Identified Assets*

Assets of the City of Lindale include: a welcoming gateway to city on SH 69; city parks, soccer fields, and tennis courts; hotels; family and fast food restaurants; several general merchandise

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stores; 2 supermarkets; several banks, local and interstate; medical and dental care offices, and several pharmacies. The Parrot Park Agricultural and Heritage Museum, set on a 30 acre property in Lindale, and the Miranda Lambert Store all attract visitors to Lindale. Tyler Junior College maintains a campus in Lindale near the crossroads of I20 and SH69.

Assets of the library include: 10 public Internet computers; public Wi-Fi; a children's area featuring a story book character mural with child-sized furnishings; a space designed for young adults with teen hangout sofa and chairs, and the Hand Community room that provides space for programs, classes, and meetings. The Friends of the Lindale Library and library volunteers are assets of the library.

### *Thank You Statement*

The Lindale Library would like to thank the City of Lindale, Board of Directors, the Friends of the Lindale Library, and the library's staff and volunteers. Without their support and continuing funding and in-kind donations, the library would not be able to provide services to the community. The library thanks the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas (UNT) PEARL project.

### **Community Profile Narrative**

Lindale's logo is "Good Country Living". Lindale is a quiet bedroom community with most workers driving to jobs in Tyler. The community has an award-winning school system for its children; reasonably priced housing, and an engaged community. Children attend the Lindale ISD schools and participate in league sports. Baseball and soccer are popular league sports. School sports are well attended. Civic groups in the Lindale area include Rotary International, Kiwanis, the Garden Club, Community Theater, and a variety of support groups.

Community events are the Lindale Rodeo every May, the Country Fest in October, and an annual Christmas Parade and community Christmas tree lighting celebration. Texas Rose Horse Park features a variety of equestrian activities throughout the year. In October, The Crossroads Classics Car Show is a fundraising project of the Friends of the Lindale Library. The 2011 show displayed 266 classic cars; approximately 1,200 people attended the event. Award-winning country music singer Miranda Lambert is a favorite Lindale native and operates a business in the city.

The largest employers in Lindale are the school district and the Target distribution center.

### *Main Geographic Features*

#### Community Features

#### *Assets and Challenges*

A geographic asset of Lindale is its proximity to I20 and the larger nearby cities. Traffic from Lindale to Tyler will be eased by Loop 49, currently under construction with portions complete. The area remains rural with tree farms and orchards nearby. At this time the city does not have geographic challenges.

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### Library Features

#### *Assets and Challenges*

Geographic assets of the library include its location near SH69 and nearby businesses. The library is near three of the city's six schools and is within walking distance of the high school. The library is a stand-alone building with adequate parking. The fire station, First Baptist Church, and Meals on Wheels are the library's nearest neighbors. The old cannery behind the library is being developed to house an indoor farmers' market.

The geographic challenge to the library is the distance to several of the elementary schools and neighborhoods; most students visiting the library are driven by parents or caregivers. It is hoped the farmers market will draw more pedestrian traffic to the library.

#### *Community Demographics*

According to the 2010 federal census, the population of Lindale was 4,818, with 85% White, 8.5% African American, .8% Native American, 1.4% Asian and 2.1% from two or more races. Hispanic or Latino of any race was 8.2% of the population. In the city the population distribution by age was 29.7% under the age of 18, 55.5% ages 18 to 64, and 14.8% who were 65 years of age or older.

The 2006-2010 American Community Survey estimated educational attainment in the city was 88.6% having high school diplomas; 20.4% also earned bachelor's degrees or higher. The median income of a household was \$39,777 with the mean household income \$48,692. The per capita income estimate for Lindale was \$17,977. The mean drive to work time was 21.1 minutes with an estimated 74.9% of workers driving alone.

### **Library Profile Narrative**

The Lindale Library was formed by a group of citizens in 1992. A local church loaned a 2,000 square foot building. Volunteers collected books, built shelves, painted walls, laid carpet and opened Lindale's first library in 1993. It quickly became apparent the space was not large enough and a building fund was started. After years of fundraising the library moved into a newly constructed 10,000 square foot building in July 2002. The library began operation in the new building debt free, thanks to the generous support of the community, the surrounding areas and foundation grants.

Since opening the new library activity has increased over 250% in all areas: patron visits, circulation, cards issued, children and adult programs, Internet users and Internet hours. Over 100 new library cards are issued each month.

The library is fully automated and has ten computers on the Internet for the use by patrons at no charge. The library has a catalog of over 50,000 items, including reference books, fiction, inspirational fiction, nonfiction, books on CD and DVDs for both adults and children.

The Lindale Library is a nonprofit organization supported in part by the City of Lindale. Most of the library's operating funds are raised directly from the public through donations, fundraising events such as raffles, car shows, book sales, garage sales, etc. Additional funds are granted to

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the library by foundations and local service clubs, such as the Lindale Rotary Club, Hide-A-Way Lake Kiwanis, Hide-A-Way Lake Book Review Club, and Lindale Garden Clubs. The library receives no county funds.

The library has 3.6 full-time equivalent staff including the Library Director, two part-time college students, and two part-time senior student/interns, as well as a Master of Library Science degreed librarian.

The Lindale Library was nominated for the Best Small Rural Library in America in 2004.

### *Most Important Library Statistics*

The Lindale Library is a non-profit agency primarily funded by fundraising from individuals, civic groups and events. The City of Lindale provided approximately \$40,000 of the \$118,850 operating expenditures in 2010. The Friends of the Lindale Library do fundraising for the library, including the annual Cross Roads Classics Car Show. The library is a Texas State Library accredited library in the Northeast Texas Library System.

According to the 2010 annual report to the Texas State Library, the library's assigned service population was 4,832, and the library had 17,135 registered borrowers. Library circulation was 119,857 from the library collection of 60,765 items. Total attendance at library programs was 7,125 people with 3,758 attending children's programming. The 10 public Internet access computers were used 19,157 times.

The library is open 36 hours per week and operated by 3.6 full time equivalent paid staff. In 2010, the 101,253 library visits were equal to 20.95 visits per capita.

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

#### *Vision Statement*

The Lindale Library is a focal point of community life that connects and unites people of all ages, races, and backgrounds.

#### *Mission Statement*

The Lindale Library is a community resource center, committed to supporting the literacy and educational enrichment of Lindale and the surrounding community through diverse programs delivered by an efficient, well-trained staff. We believe in the freedom to read, to learn, to discover.

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

Goal #1 – Provide programs and services that support the library's mission and service responses and that augment the collection

- A. Develop programs for all patrons that stimulate an appreciation for reading and an interest in lifelong learning
- B. Provide services to support reading and learning Provide ESL classes
- C. Provide reference resources and reader's advisory services

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Goal #2 – Support Education in the community

- A. Provide tutoring services
- B. Provide resources and services to school groups and home school groups
- C. Provide ESL classes
- D. Provide computer classes

Goal #3 – Provide resources and free access to information

- A. Provide computers and free internet access
- B. Maintain up to date selection of reference materials
- C. The Library staff will be helpful and well trained

Goal #4 – Obtain full funding of Library by City of Lindale to ensure consistent quality operation of library services

Goal #5 – Provide Children’s programs and services that will foster a lifelong love of books and learning, and thereby promote literacy

- A. Continue weekly story time and other programs targeted to preschool aged children
- B. Continue Summer Reading Program
- C. Expand Easy children’s book collection
- D. Expand Junior non-fiction collection

Goal #6 – Develop programs to encourage more teen involvement at library

- A. Maintain the Teen Advisory Board
- B. Provide a variety of interesting programs especially for teens
- C. Continue to expand Young Adult collection

Goal #7 – Develop more programs for adult patrons

- A. Offer a book club
- B. Offer educational programs and workshops

Goal #8 – Enable senior citizens to use the library services and continue their active participation in lifelong learning

- A. Establish computer classes for seniors
- B. Expand large print collection
- C. Maintain a current selection of books on tape

Goal #9 – Provide outreach services to those who cannot use library facilities

- A. Offer Book Mobile service to homebound citizens

Goal #10 – The Lindale Library will maintain a high level of service and excellence and improve the library experience of its patrons

- A. Provide a safe, comfortable and pleasant facility for patrons and staff
- B. Extend library hours
- C. Provide a quality circulation experience for patrons and staff

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Goal #11 – Foster technology literacy

- A. Offer computer classes
- B. Offer internet resource training programs
- C. Maintain a well trained staff to assist patrons

Goal #12 – Create a quiet area for adults to read and study

- A. Partition in the back of the library

Goal #13 – Increase awareness of the Library’s services

- B. Maintain an attractive display for posting literature promoting library and community events
- C. Provide workshops, educational opportunities and events to attract more members of the community into the library
- D. Continue operation with school groups, businesses and civic groups

Goal #14 – Non-English speaking patrons will be encouraged to use the library

- A. Expand selection of foreign language materials

Goal #15 – Provide Distance Learning opportunities

### *Goals and Objectives for Outreach Program*

The proposed project supports Goal #6 “Develop programs to encourage more teen involvement at library”, Objective B, “Provide a variety of interesting programs especially for teens.” The project goal is to increase Summer Reading Club participation and library visits among teens. The objective is to add activity programs for teens and tweens during the summer to encourage them to participate more in the Summer Reading Club.

### **Outreach Programs**

The library’s outreach program to teens is called Summertivities. These are programs for teens and tweens. The activities will feature crafting, movies, games and discussion. Adult and teen volunteers will work with library staff to deliver the session content and assist participants. An anonymous donor has committed to funding needed supplies. The programs will be held on Wednesdays, June 6 through July 25, from 3:00 p.m. until 5:00 p.m. in the Hand Community Room. These activities are not part of the Summer Reading Club. Students attending the Summertivities sessions will be encouraged to participate in the Summer Reading Club, too. The programs are: June 6, Wii Wednesday; June 13, movie day screening of *Hugo*; June 20, friendship bracelets; June 27, bookmaking; July 11, printmaking workshop; July 18, duct tape workshop; July 25, dress as your favorite character party.

### *Statement of need*

The library conducted surveys inside and out of the library. Of the 138 responses, 25% of those completing the form selected teens as the age group for which they would like to see more programs.



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

The audience for this program is the 399 boys and girls living Lindale who are between the ages of 11 and 15 years.

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

The specific audience for this program is the children in Lindale with transportation to the library and in need of summer activities.

### *Estimated number of potential participants*

The attendance for each program in this project is expected to be 15 to 20 children. This number is estimated after conversation with children in the target group. The library will also offer the traditional Summer Reading Club; children are invited to participate in both programs.

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

The audience for this program will be boys and girls living in Lindale who are not heavily involved in league sports or school activities during the summer. Transportation is an issue. Wednesday afternoons were selected for the program time to provide convenience for families with children attending other events at the library the same day.

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

Potential partners for Summertivities are the Teen Advisory Board, the library staff and volunteers, Computerland of Tyler, Brookshires, and an anonymous donor.

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

Library resources for Summertivities are library staff and the library's Hand Meeting Room. Craft classes will be taught by community volunteers. Library staff will supervise movies and assist with all programs.

## **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. Develop program calendar.
2. Recruit program instructors.
3. Solicit and collect donations.
4. Hold Summertivities programs for children ages 11-15.
5. Evaluate the program.

## Lindale Library Community Outreach Plan

### *Action Plan Table*

This action plan outlines specific steps library staff will take to plan, offer and evaluate this 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?
Establish program calendar	Octavio and Director by June 2012	Time: 30 mins, \$0 & materials - none Personnel-2	Sessions scheduled	Count #
Recruit volunteer instructors	Octavio by June 2012	Time: 3 hrs, \$0 & materials - telephone and calendar Personnel-1	Instructors scheduled	Count #
Request donations from potential partners	Director by June 2012	Time: 2.5 hrs, \$0 & materials - telephone Personnel-1	Donations received	Count #
Develop media plan	Octavio and Director by June 2012	Time: 45 mins, \$0 & materials - none Personnel-1	Plan created	Count #
Design posters	Octavio by May 30	Time: 7 hrs, \$0 & materials - computer & software Personnel-1	7 masters created	Count #
Design flyers	Octavio by May 30	Time: 1 hr, \$0 & materials - computer & software Personnel-1	1 master created	Count #
Write press releases	M.L. and Karena by May 30 - ongoing	Time: 3 hrs, \$0 & materials - computer & software Personnel-2	First press release written, followed by weekly updates	Count #
Write Facebook and website blurb	Octavio by May 30 - ongoing	Time: 1 hr, \$0 & materials - computer & browser Personnel-1	First blurb written, followed by daily Facebook updates	Count #
Print posters	Octavio by May 30 - ongoing	Time: 20 mins, \$0 & materials - computer, printer & paper Personnel-1	12 posters printed	Count #

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Print flyers	Octavio by May 30	Time: 20 mins, \$0 & materials - computer, printer & paper Personnel-1	100 flyers printed	Count #
Distribute posters	Octavio and Karena by May 31 - ongoing	Time: 3 hrs, \$0 & materials - posters Personnel-2	Explain project, post in businesses and library	Count #
Distribute flyers	Octavio and Karena by May 31	Time: 20 mins, \$0 & materials - computer, printer & paper Personnel-1	Explain project, leave for distribution in businesses and library	Count #
Send press releases	M.L. by June 1 - ongoing	Time: 1 hr, \$0 & materials - email and releases Personnel-1	Email weekly by Friday deadline	Count #
Post Facebook notices	Octavio by May 30 - ongoing	Time: 20 mins, \$0 & materials - computer Personnel-1	First blurb written, followed by daily updates	Count #
Post website blurb	Octavio by May 30 - ongoing	Time: 20 mins, \$0 & materials - computer Personnel-1	Entire schedule posted to website	Count #
Inventory and organize existing supplies	Director by May 30	Time: 2 hrs, \$0 & materials - supply room, Personnel-1	Supplies inventoried	Supplies readied
Order needed supplies	Director by May 31	Time: 2 hrs, \$200 & materials - catalogs, computer, telephone Personnel-1	Supplies ordered	Supplies on hand
Create session evaluation form	Director by June 1	Time: 20 mins, \$0 & materials - computer & software, Personnel-1	1 master created	Count #
Print session evaluation forms	Octavio by June 5	Time: 20 mins, \$0 & materials - computer, printer & paper Personnel-1	140 evaluation forms printed	Count #
Create sign-in sheet	Octavio by June 5	Time: 20 mins, \$0 & materials - computer & software, Personnel-1	1 master created	Count #

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Print sign-in sheet	Octavio by June 5	Time: 20 mins, \$0 & materials - computer, printer & paper Personnel-1	10 sign-in sheets printed	Count #
Verify instructors	Director 1 week before the assigned program	Time: 20 mins, \$0 & materials - telephone Personnel-1	Instructor reminded, updated	Count #
Pick-up meeting snacks	Director and Chris day before each program	Time: 30 mins, \$0 & materials - car Personnel-1	Snacks for each session	Snacks on-hand
Hold the program	Instructor, Staff member	Time: 3 hrs each, \$0 & materials - specific supplies and snacks Personnel-1	7 programs held	Count #
Thank instructors and sponsors	Director by August 1	Time: 3 hrs, \$0 & materials - cards, pens, addresses, stamps Personnel-1	15 thank you notes sent	Count #
Collate evaluation forms	Director by August 1	Time: 1.5 hrs, \$0 & materials - completed session evaluation forms Personnel-1	Evaluation forms tallied	Count #
Write PEARL report	Director by August 15	Time: 2 hrs, \$0 & materials – computer Personnel -1	1 report written	Count #
Submit PEARL report	Director by August 15	Time: 20 mins, \$0 & materials - computer Personnel -1	1 report sent	Report accepted by PEARL
Program summary posted on PEARL website	Director by August 17	Time: 1 hr, \$0 & materials - computer Personnel -1	1 impact testimonial submitted	Testimonial on website

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### APPENDIX A: RESPONSES GENERAL NEEDS SURVEY (Distributed In- and Outside of the Library)

<p><b>Do you know the location of the public library?</b></p> <p><input type="checkbox"/> 88 Yes                      <input type="checkbox"/> 1 No</p>	<p><b>What age group best describes you?</b></p> <p><input type="checkbox"/> 35 Over 50                      <input type="checkbox"/> 15 18–30</p> <p><input type="checkbox"/> 36 31–50                        <input type="checkbox"/> 3 12–18</p>
<p><b>How often do you visit the library?</b></p> <p><input type="checkbox"/> 4 Daily                            <input type="checkbox"/> 2 Twice a year</p> <p><input type="checkbox"/> 52 Weekly                        <input type="checkbox"/> 0 Once a year</p> <p><input type="checkbox"/> 24 Monthly                        <input type="checkbox"/> 0 Never</p>	<p><b>Do you feel there is enough staff access to serve your needs at the library?</b></p> <p><input type="checkbox"/> 76 Yes    <input type="checkbox"/> 5 No    <input type="checkbox"/> 5 Sometimes</p>
<p><b>Do you find the current hours to be convenient?</b></p> <p><input type="checkbox"/> 76 Yes                            <input type="checkbox"/> 12 No</p>	<p><b>If you have children, what are their ages?</b> <i>(Check all that apply.)</i></p> <p><input type="checkbox"/> 07 0–2 years                      <input type="checkbox"/> 27 6–12 years</p> <p><input type="checkbox"/> 19 3–5 years                      <input type="checkbox"/> 11 13–17 years</p>
<p><b>If not, what hours would you like the library to be open?</b> Sunday – 1/ Later Friday – 2/ Mondays – 10/ Later weeknights – 3/ Earlier weekdays – 1/ Later Saturdays - 4</p>	<p><b>In what town or community do you live?</b> Lindale – 66/ Hideaway – 3/ Holly Lake Ranch –1/ YWAM – 1/ Rural- 1/ Wills Point – 1/ Ben Wheeler – 1/ Van – 1/ Garden Valley – 1/ Tyler – 1</p>
<p><b>What programs would you like the library to add or expand?</b> Weekend storytime – 1/ Movie groups – 1/ Kid activities – 3/ Tutoring – 1/ More DVDs (educ for kids/ science and history) – 2/ Home School – 1/ Book club – 2/ Sign language – 1/ More Manga - 1</p>	<p><b>For what age group would you like to see more programs?</b> 0-5 yr / 2yr – 10yr – 8/ 6yr – 6/ 30yr+ - 3/ <b>YA – 10/ 50+ - 6</b></p>
<p><b>When are you most likely to use the library?</b></p> <p><input type="checkbox"/> 37 Morning (8:00–noon)</p> <p><input type="checkbox"/> 61 Afternoon (noon–5:00 p.m.)</p> <p><input type="checkbox"/> 15 Evening (after 5:00 p.m.)</p>	<p><b>Which days of the week would you be most likely to use the library? <i>(Check all that apply.)</i></b></p> <p><input type="checkbox"/> 41 Monday                            <input type="checkbox"/> 54 Thursday</p> <p><input type="checkbox"/> 51 Tuesday                        <input type="checkbox"/> 58 Friday</p> <p><input type="checkbox"/> 59 Wednesday                    <input type="checkbox"/> 44 Saturday</p>

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### APPENDIX B: RESPONSES TARGET GROUP LIBRARY NEEDS SURVEY (Distributed to Frequent Library Users)

<p><b>Do you know where the public library is located?</b> Yes – 41</p>
<p><b>Have you or members of your family been to the library in the past six months?</b> Yes – 41</p>
<p><b>If so, what was the reason for your visit?</b> Books – 38 / Internet – 7/ Other – 5/ Train Table – 1/ Audio Books – 4/ DVDs – 4</p>
<p><b>Did you find what you were looking for?</b> Yes – 40 No - 1</p>
<p><b>What do you like about the library?</b> Children's Book Selection – 14/ Frequent Updates – 9/ Staff – 25/ DVD's – 6/ Selection - 18/ Toys – 9/ Atmosphere – 15/ Free – 7/ Programs and Activities- 8/ Large Print – 5/ Christian Books- 3</p>
<p><b>What do you not like about the library?</b> Manga – 1/ Hours – 4/ Patron Behavior - 2/ Difficult finding books – 2/ Too Small – 2/ Small Budget – 1/ Ethnic Collection - 1/Book Layout – 1/ Technology Printing – 1/ Incomplete Collections -2</p>
<p><b>How would you rate the knowledge and customer service of the staff on a scale of 1 -10 with 10 being the highest?</b> No ratings 1-7, 8 – 8 ratings/ 9 – 11 ratings/ 10 – 22 ratings</p>
<p><b>What types of programs are the most important to you?</b> Summer Programs – 8/ Art Programs – 5/ Storytime – 7/ Free ILL – 3/ Children's – 14/ Computer- 6/ ESL - 1</p>
<p><b>What improvements would you like to see in the library collections?</b> More Comic Books - 2/ More Art Books -1/ New DVD's- 3/ Audio Books - 4/ Horror and SciFi - 3/ HomeSchool – 2/ Ethnic Collection - 2/Large Print - 3/ Technology - 4/ More Nature and Animals - 1</p>
<p><b>Are there programs or services you would like the library to offer? If so, please list them.</b> More Seating in Young Adult Section - 1/ Community Book Faire - 1 / Free ILL - 2 / How To Compute - 4 / Tutoring - 1 / Informational Lectures - 2/ Home School - 1 / Couples Night - 1</p>

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### APPENDIX C: RESPONSES STAFF GENERAL LIBRARY NEEDS SURVEY

<p><b>What do you see as the major strengths of the library?</b></p> <p>Excellent Staff - 8/ Growing Collections - 4/ Community Resources - 2/ Free Programs - 3/`          Service to Community - 4/ Building - 1/ Computer Access - 2/ Center of Community - 3/          Reading Materials - 2/ Free - 2/ Support of Community - 2/ Good Catalog of Books - 1/ Director - 8</p>
<p><b>What do you see as the major weaknesses of the library?</b></p> <p>Small size limits growth - 3/ Lack of Security - 1/ Not Enough Staff - 3/ Funding - 10/ Staffing - 2/          Babysitting - 1/ Security - 1/ E-Books - 4/ Bilingual Staff - 1</p>
<p><b>List the groups of people that currently use the library.</b></p> <p>Families - 12/ Teens - 15/ Elderly - 13/ Homeschoolers - 5/ Students - 6/ ESL - 5/ Computer - 6/          Genealogy - 4/ Adults - 12/ Toddlers - 14 / GED - 5/ Hispanics - 4</p>
<p><b>List any groups of people who do not currently use the library that you want to attract.</b></p> <p>Homebound - 1/ Civic Groups - 1/ Adults over 21 - 1/ Teens - 2/ Hispanics - 2/ Businesses - 1/          Working People - 1/ 35 - 50 - 1/ African American - 3</p>
<p><b>What do you think the perception of the library is in the community?</b></p> <p>Very Positive - 9/ Delinquent Hangout - 1/ Asset - 1/ Community Center - 1/ Needed functions, just a          library - 2/ City Operated - 2/ Not Free - 1/ Poor computer efficiency - 1</p>
<p><b>What community groups/organizations are potential partners for the library?</b></p> <p>Rotary -4/ Kiwanis - 2/ Garden Club - 2/ City - 5/ Chamber - 5/ Church - 3/ Schools - 1/          Pride and Prog - 2/ LISD - 2/ Coffee Shops - 1/ Community Theatre - 1/ League of Women Voters - 1</p>
<p><b>How would you rate the knowledge and customer service of the staff on a scale of 1–10 with 10 being the highest?</b></p> <p>No ratings 1-6 / 8 rate as 10 / 3 rate as 9 / 5 rate as 8/ 2 rate as 7 / 3 note volunteers need improvement</p>
<p><b>What types of programs are the most important to you?</b></p> <p>Children's Programs - 6/ Summer Reading - 7/ Youth - 2/ Popular ones - 3/ Educational - 1/          Genealogy - 3/ ESL - 4/ Car Show - 1/ Concerts - 1/ GED - 1</p>
<p><b>What improvements would you like to see in the library collections?</b></p> <p>Expand All - 4/ More Staff - 1/ More Volunteers - 1/ More Computers - 1/ E-Books - 1/          More Programs - 1/ Ethnic Authors and Items - 2/ Erotica - 1/Women's Studies - 1</p>
<p><b>Do you think the average resident is aware of the wide range of programs and services the library has to offer?</b> 4 Yes 14 No</p>
<p><b>Do you have any suggestions for better marketing of the library?</b></p> <p>More Media - 3/ More Outreach Service - 5/ City - 2/ Chamber - 1/ Facebook - 1/ Newsletter - 1/          Television - 1/ Coffee Shops - 2/ Web Page - 2</p>
<p><b>Describe the perfect library for this community. What features would it have?</b></p> <p>Coffee Shop - 2/ Playground - 2/ Better Building and Facilities - 3/ More Open hours - 1/ Perfect! - 2/          E-Books - 2/ Movies - 1/ More room - 1/ YA area - 1/ Meeting Space - 2/ Employee only Restrooms - 2/          Special Collections - 1</p>

## Lindale Library Community Outreach Plan

**What changes have you noticed in the community in the past year? (Fewer or more of a particular category of user? More questions of a particular type?)**

More YA with small children - 1/ More Job Seekers - 1/ Growing City - 2/ Awareness of Library Funding Issues - 2/ More Teens - 1/ More patrons – 5 / E-Book Questions - 3/ More Fiction Users - 1



**Lindale Library Community Outreach Plan**

**APPENDIX D: SUMMERTIVIES EVALUATION**

**SUMMERTIVITIES**

Thanks for participating! Tell us what you think.

**My favorite activity was:**

Wii	Movie	Friendship Bracelets	Bookmaking	Printmaking	Duct Tape	Character Party

**I would like more programs like these:**

YES	NO

**Comments:**

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