LOVETT MEMORIAL LIBRARY-PAMPA COMMUNITY OUTREACH PLAN

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Introduction

The city of Pampa is located approximately 60 miles east of Amarillo on Highway 60 and Texas 70. There are several small towns in a 15-mile radius from Pampa. The city's population, as of 2010, was 17,887. Pampa is the county seat for Gray County.

In 1888 a telegraph station on the Southern Kansas Railroad developed in the area and was named Glasgow. It was renamed Sutton a year later. A post office was established in 1892. George Tyng, manager of the White Deer Land Company, changed the town's name to Pampa. Pampas grass is prevalent in the area. Pampa is derived from the Spanish word "pampas," which means "plains." The first school opened in 1903, and the first church was organized in 1906. J.N. Duncan (1858-1941) became Pampa's first mayor in 1912. Following a 1920's oil boom, the county seat was moved to Pampa from Lefors in 1928.

Famous folk singer, Woody Gutherie lived in Pampa in 1931-37 where he began his musical career. Woody Gutherie Days are celebrated in the month of October in Pampa. Pampa was the inspiration for his song, 'Dusty Old Dust'. Pampa is the birthplace of Zach Thomas, a famous football player for the Miami Dolphins (1996-2008). He played football for White Deer until his sophomore year when he transferred to Pampa. In 2006, Stone Phillips, the anchor of Dateline, did his "Friday Nights Lights" segment in Pampa.

Historical, Current, and Future Roles of the Library

Historically and currently, the Lovett Memorial Library has filled many roles in the community. Historical roles include adult literacy, lifelong learning, local history and genealogy, and fulfilling educational and recreational needs of the community. Current roles include lifelong learning; providing free and equal access to information; community meeting place; English as a Second Language; Spanish classes; computer access; early childhood literacy; preschool door to learning; senior citizen outreach; book club discussion for preteens and teenagers, and technology center. In the future, the library would like to continue filling these roles and focus on the needs of the teenage population of Pampa.

Existing Programs

The library offers several programs to the residents of Pampa. These include nursing home story time; home delivery to homebound patrons; author visits; book discussion group (Tea & Talk); story time in the library; story time in local preschools and local elementary schools; summer reading program; Fall Festival with haunted library and trick-or-treating; reading clubs for middle and high school children; basic computer classes; holiday card program for senior centers, and genealogy assistance.

Identified Needs

The main need for Pampa is for more job search assistance due to the closing of the Texas Workforce Commission office in the city. The Hispanic population of the town also requires more help in learning English and navigating the various social and legal aspects of living in the United States of America.

The library needs, according to surveys distributed to the community, more book talks, daycare programs, computer classes, help with e-readers, and programs for the preteen and teenage population.

Identified Assets
Pampa has several assets. These include the White Deer Land Museum, the Woody Gutherie House, the Woody Gutherie Folk Music Center, and the Freedom Museum USA. The city also has a new large aquatic center with water slides, a lazy river, and a lap pool. There are tennis courts, outdoor track, youth center with weights, basketball court, indoor track, rodeo grounds, two new hotels, and RV campgrounds.

The library provides 21 public access computers (PAC), which are all hooked up to two black and white printers. Four of the PACs are connected to two scanners. The library has a Xerox machine for black and white copies at $.15 a page. The library provides Wi-Fi to library patrons. There are over 55,000 volumes of print material in the library. The library offers an adult reading club and two teen reading clubs. There is an outdoor reading garden for those who wish to enjoy nature while reading. There are seven friendly full-time staff members to assist patrons with their library needs and questions. For the convenience of the public, the library is open seven days a week.

The Lovett Memorial Library is grateful for the support of many people and groups: Pampa City Council, the Library Advisory Board, Friends of the Library, and the National Honor Society and Junior Honor Society, who make up most of the library's volunteers. The library wishes to extend a particular thank you to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative
Main Geographic Features
Community Features
Assets and Challenges
Pampa is rich in natural resources, including oil and gas. Its land is also conducive to farming and ranching.

One of the main challenges Pampa faces now is severe drought, which has caused its two area lakes to dry out. This has affected the tourist industry in all of the local areas.

Library Features
Assets and Challenges
The library does not have any geographical assets.

The physical location of the library within the city is a challenge. It is located in the downtown area but is a block away from the city's major buildings, including the city hall, courthouse, and post office. It is closer to a residential area. It is not located on a main thoroughfare in Pampa.

Community Demographics

According to the 2010 Census, Pampa's population was 17,887. The median age was 32. Of the population, 2,146 were Hispanic or Latino (12.04 percent). According to the 2000 Census, the median household income was $36,636, with 28 percent of families and 31 percent of individuals below the poverty level.   As of May 2011, the unemployment rate in Gray County was 6.3 percent.

Library Profile Narrative
When churches and schools were organized in the growing town the library books were divided among these organizations. The first library in Pampa was formed by the "Ladies' Library Club" in 1907. In 1928, women from various clubs and social groups formed a Pampa Library Association. Within a short time it became apparent that private efforts could not support the library on a solid basis. In 1932, all the assets of the Association were transferred to the city. The new city library was established in City Hall.

In 1955, a private bequest from the Lovett Family made possible the opening of a new building. By the mid-1990s the library was showing its age. In 1995, Mrs. Ruth Holland left $500,000 to the Library Foundation. Renovations were begun in 1998, and the library was moved to the old Baker School. When the renovations were completed, the library moved back to the building in February 1999.

There are seven full-time and three part-time employees of the library who work to keep the library open seven days a week for a total of 70 hours. The library's collection contains approximately 48,139 items: 42,633 book titles; 2,045 audio books; 380 e-book titles; 2,628 videos and DVDs; 49 state library-licensed databases; 1 local licensed database (Ancestry.com), and 69 newspaper and magazine subscriptions. The library gives patrons and visitors access to the Internet via a wireless network. There are 21 public access computers. The most heavily used resources are DVDs and computer equipment.

Most Important Library Statistics
In the year 2010, the library had 8,588 registered borrowers (adults and children). There were 72,704 visits to the library. Library staff implemented 330 programs, with 11,616 attendees. There were 94,482 circulations. Computer usage for the year 2010 was 17,080. The library had 20 volunteers that volunteered 96 hours in 2010.

Vision, Mission, Goals and Objectives
Vision Statement
To provide the best library services possible for all the people of the city of Pampa and Gray County.

Mission Statement
To offer a broadly defined program of informational, educational, recreational, and cultural enrichment opportunity for people of all ages and educational, cultural, and economic backgrounds.

Goals and Objectives for the Library

Lovett Memorial Library-Pampa Community Outreach Plan

Goal 1: To have a knowledgeable and friendly staff that provides solutions to community needs as efficiently as possible.

Objectives:　　　1. Set and enforce standards for customer service and train staff on annual basis
2. Use technology more effectively
3. Have an active program to introduce new users to the library and introduce new services to all patrons.

Goal 2: To provide current and relevant recreational and informational materials in all formats to people of all ages.

Objectives:　　　1. Analyze the use of the collection and base purchases on usage and patron requests
2. Promote areas of collection in new ways to keep the community informed of the resources available
3. Complete the cycle of weeding the collection every five years to keep the collection current and relevant.

Goal 3: To provide the Pampa Community with the most current and relevant technology, equipment, and software.

Objectives:　　　1. Train employees to take full advantage of available technology
2. Train staff to teach the public formally and informally how to use available technical resources
3. Review current technology to keep it relevant, current, and efficient.

Goal 4: To make maximum use of existing space to provide a safe, comfortable, useful and well maintained library.

Objectives:　　　1. Make the library as a whole a warm, welcoming place by smiling and greeting patrons, decorating for holidays, and making use of live plants
2. Maintain library webpage and Facebook page
3. Keep newspaper and radio informed of what is going on at the library
4. Continue with our active children's programs, computer classes, copier service, various book clubs, ILL, Home Delivery, local history genealogy and other reference questions, along with visits to nursing homes.

Goal 5: To encourage public support and use of the library.
Objectives:　　　1. By doing all of the above

Goals and Objectives for the Outreach Plan Program
Goal:　In keeping with Goal 5, the Lovett Memorial Library will partner with the Junior National Honor Society to implement a Winter Reading Program for children 12 to 16 years old.

Objectives:
The program objectives are:
1. To develop a partnership with the Junior National Honor Society.
2. Provide a winter reading program for this age group.

Outreach Program
It has been difficult to encourage teenagers to use the library. When they do, it is to perform community volunteer hours and to use social media. The city of Pampa lacks entertainment or recreational venues for children 12 to 16 years old during the winter months.

The library will work with the Junior National Honor Society. The members are in the age group that is being targeted. The library will recruit four volunteers from the honor society. They will given the library staff ideas for activities for 12 to 16 year olds. The members of the Junior National Honor Society that volunteer will earn their community hours. They will help the library start a Winter Reading Program. They will help design reading logs, posters, and flyers. Prizes, which will be awarded based on minutes read, will be given out during the Winter Reading Game Night.

Statement of need
The library surveyed a cross section of the population by distributing print surveys. Approximately 95 people took the survey. The groups surveyed included: county officials and leaders; library staff and volunteers, and children from the target population.

The survey results indicated there was a need in the community for more programs for children ages 12 to 16. Several of the survey respondents reported that they had children in that age range who would like to participate in teen programs. The library does not currently offer many programs to this age group. It was indicated in the surveys that the library could help the community in this capacity.

Description of the larger audience or target group the library wants to reach
In the city of Pampa, 18.73 percent are under the age of 18, with 6.5 percent under the age of 5. The library is targeting teenagers age 12 to 16, which is approximately 10 percent of the population, or approximately 1,788.

Description of the specific segment of the target group the proposed program will serve
The library is trying to reach the 752 students attending Pampa Junior High School.

Estimated number of potential participants
It is estimated the library will have five participants for its teen winter reading program. Because the program is new, it is expected that it will take time before participation is high.

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 will be composed of 12 to 16-year olds, male and female, who live in Pampa. The winter reading program will run from December to January. Parents will transport children to the library to turn in their reading logs and attend the Game Night. The Winter Prize Party and Game Night will be held on a Saturday.

List potential partners based on your assets assessment

Potential partners include the Junior National Honors Society, Pampa Junior High School, the Friends of the Library, local businesses, including United Grocery Market, fast food restaurants, and area banks.

List available library resources that could contribute to the success of the program
The library has computers, photocopy machine, meeting room, juvenile and young adult reading collections, and staff to offer advice to volunteers.

Detailed Action Plan
Action Plan Goals:
1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objectives
1. Partner with the local Junior National Honors Society Students and Pampa Junior High School.
2. Plan Teen Winter Reading Program, prizes, and game night.
3. Distribute and evaluate post-program survey results.

Action Plan
The table below gives the library's action plan for its Teen Winter Reading 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?
Recruit volunteers from the Junior National Honor Society	Library staff by November 15, 2011	Time-1 hr $15.35 Materials-none Personnel-4	Volunteers recruited	Count #

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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?
Initial meeting with staff and Junior National Honors Society members (volunteers)	Library staff by November 28, 2011	Time-1 hr $15.35 Materials-Pencils and paper; refreshments Personnel-5	1 meeting held	Count #
Winter Reading Program Game Night Planning Meeting	Library staff by November 29, 2011	Time-1 hr $15.35 Materials-Pencils and paper Personnel-4	1 meeting held	Count #
Create reading logs	Volunteers by November 29, 2011	Time-1 hr $1.50 Materials-Paper Personnel-1	Reading log created; 10 copies made	Count #
Create sign-up form	Volunteers by November 29, 2011	Time-1 hr $1.50 Materials-Paper Personnel-1	Sign up form created; 10 copies made	Count #
Create promotional posters for Winter Reading program	Volunteers by November 30, 2011	Time-1 hr $45.35 Materials-Poster board; paint Personnel-1; 4 volunteers	2 posters created	Count #
Create flyer for Winter Reading Program	Volunteers by December 1, 2011	Time-1 hr $15.35 Materials- Personnel-1; volunteer	1 master flyer made;	Count #
Make copies of flyer	Volunteers by December 1, 2011	Time-30 min. $15.00 (100 x $.15) Materials-Paper Personnel-volunteers	100 copies of flyer	Count #
Distribute flyers	Library staff and volunteers by December 1, 2011	Time-2 hr $30.70 Materials-none Personnel-1; 4 volunteers	Flyers distributed	Count #

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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?
Post announcement on library's webpage	Library staff by December 1, 2011	Time-1 hr $10.68 Materials-none Personnel-1	Announcement posted	Count announcement posted
Reserve room for game night	Library staff by December 1, 2011	Time-1 hr $10.68 Materials-none Personnel-1 $15.35	Room reserved	Count room reserved
Start Winter Reading program	Start December 1, 2011	Time-1 hr $15.35 Materials-none Personnel-1	Winter Reading program started	Count Winter Reading Program started
Make announcement over the school PA system weekly	Volunteers make weekly announcement from December 1, 2011 to January 26, 2012	Time-1 hr $ Materials-none Personnel-1 volunteer	7 announcements made	Count #
Put an announcement in the school newspaper	Volunteer by January 1, 2012	Time-1 hr $ Materials-none Personnel- 1 volunteer	Announcement posted in school newspaper	Count #
Do weekly analysis of participation	Library staff and volunteers hold weekly meeting from December 1, 2011 to January 24, 2012	Time-1 hr $15.35 Personnel-1 4 volunteers	Weekly meeting held	Count #
Buy prizes	Library staff by January 25, 2012	Time-1 hr $50.00 Materials-none Personnel-1	Prizes bought	Count #
Set up room for game night	Library staff and volunteers by February 1, 2012	Time-1 hr $-15.35 Materials-games, prize(s), surveys Personnel-1 $15.35; volunteers	Room set up	Count room set up

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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?
Game Night and prizes	Library staff and volunteers by February 18, 2012	Time-3 hr $46.05 Materials-refreshments, games, prize(s) Personnel-1; volunteers	Game night held; prizes awarded	Count Game Night held; Count # prizes
Administer survey to reading program participants	Library staff by February 18, 2012	Time-1 hr $15.35 Materials- pencils, surveys Personnel-1	Evaluations administered	Count evaluations
Gather statistics and success stories	Library staff by February 29, 2012	Time-1 hr $35.35 Materials- pencils Personnel-2	Count attendees; compile evaluations	Analyze evaluations; write report; send results to PEARL office

APPENDIX: LIBRARY EVALUATION FORM

Lovett Memorial Public Library Pampa: Teen Winter Reading Program
Thank you for participating!

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

	Yes 3	Maybe 2	No 1
1. Did you enjoy the Teen Winter Reading program?			
2. Did it meet your entertainment needs for the Winter months?			
3. Would you participate in other Teen programs at the library?			
4. Because of this service would you be more willing to give input as to what the library should offer your age group?			

Additional comments on the program:

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_____

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